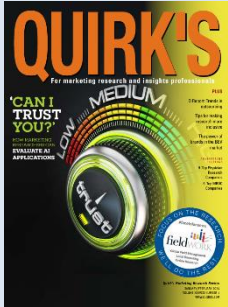


## 2025 Magazine Editorial Calendar

### January/February



#### Editorial Content

A curated selection of articles written by research vendors, end-client researchers and Quirk's staff including case studies, technique explorations and strategic insights and advice on a range of marketing and marketing research topics.

Suggested Query Timing: October 2024  
Final Manuscripts Due: November 8, 2024

#### Sponsored Content Features

- Outlook 2025 – Future of Insights (limited sponsorship opportunities available)
- Top Companies: Health Care Research
- Top Companies: Research Segmentation

Sponsored Content Orders Due: December 4, 2024  
Sponsored Content Due: December 20, 2024

### March/April



#### Editorial Content

A curated selection of articles written by research vendors, end-client researchers and Quirk's staff including case studies, technique explorations and strategic insights and advice on a range of marketing and marketing research topics.

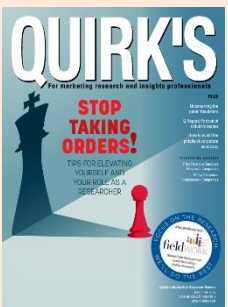
Suggested Query Timing: November 2024  
Final Manuscripts Due: February 3, 2025

#### Sponsored Content Features

- Innovative Products and Services
- Top Companies: Business-To-Business Research
- Top Companies: DIY Research

Sponsored Content Orders Due: February 14, 2025  
Sponsored Content Due: February 21, 2025

### May/June



#### Editorial Content

A curated selection of articles written by research vendors, end-client researchers and Quirk's staff including case studies, technique explorations and strategic insights and advice on a range of marketing and marketing research topics.

Suggested Query Timing: January 2025  
Final Manuscripts Due: March 7, 2025

#### Sponsored Content Features

- Leading Insight Platforms
- Top Companies: Data Collection
- Top Companies: Product Development, Testing and Positioning Research

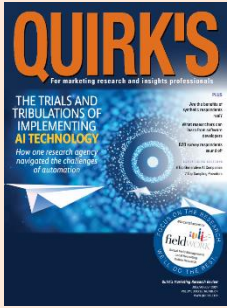
Sponsored Content Orders Due: March 21, 2025  
Sponsored Content Due: March 28, 2025



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# 2025 Magazine Editorial Calendar

## July/August



### Editorial Content

A curated selection of articles written by research vendors, end-client researchers and Quirk's staff including case studies, technique explorations and strategic insights and advice on a range of marketing and marketing research topics.

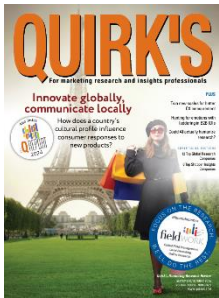
Suggested Query Timing: March 2025  
Final Manuscripts Due: May 9, 2025

### Sponsored Content Features

- Faces of Research – Women
- Top Companies: Qualitative Research
- Top Companies: Online Research

Sponsored Content Orders Due: May 16, 2025  
Sponsored Content Due: May 23, 2025

## September/October



### Editorial Content

A curated selection of articles written by research vendors, end-client researchers and Quirk's staff including case studies, technique explorations and strategic insights and advice on a range of marketing and marketing research topics.

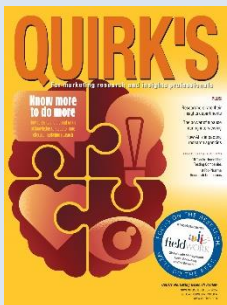
Suggested Query Timing: May 2025  
Final Manuscripts Due: July 11, 2025

### Sponsored Content Features

- Research Company Profiles
- Top Companies: Tracking Studies
- Top Companies: Taste-Test Research

Sponsored Content Orders Due: August 1, 2025  
Sponsored Content Due: August 1, 2025

## November/December



### Editorial Content

A curated selection of articles written by research vendors, end-client researchers and Quirk's staff including case studies, technique explorations and strategic insights and advice on a range of marketing and marketing research topics.

Suggested Query Timing: July 2025  
Final Manuscripts Due: August 29, 2025

### Sponsored Content Features

- Innovative Products and Services
- Top Companies: Quantitative Research
- Top Companies: Full-Service Research

Sponsored Content Orders Due: September 19, 2025  
Sponsored Content Due: September 26, 2025



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