

EDITORIAL CALENDAR

	JANUARY/FEBRUARY	MARCH/APRIL	MAY	JUNE
CLOSING DATE	12/04/2009	2/05/2010	4/02/2010	5/03/2010
MATERIAL DATE	12/14/2009	2/12/2010	4/14/2010	5/12/2010
EST. MAIL DATE	1/07/2010	3/04/2010	5/10/2010	6/07/2010
FEATURES	<ul style="list-style-type: none"> › Glorius Grains › Housewares Report 2010 	<ul style="list-style-type: none"> › 3rd Annual Green Issue › The Green Consumer › Retailer Profile: GIA 	<ul style="list-style-type: none"> › Sweet Tooth: The State of Confections › Retailer Profile 	<ul style="list-style-type: none"> › Breakfast of Champions › Generation Gaps: Generational Marketing
INDUSTRY PERSPECTIVE	› NGA Desk	› IHA Desk	› Guest Perspective	› NGA Desk
STORE OPERATIONS	<ul style="list-style-type: none"> › Independents Tech › Winning on the Web › Retail Spotlight › Staff Training › Store Ops › Promo Calendar 	<ul style="list-style-type: none"> › Independents Tech › Winning on the Web › Design Column › Staff Training › Store Ops › Promo Calendar 	<ul style="list-style-type: none"> › Independents Tech › Winning on the Web › Design Column › Staff Training › Store Ops › Promo Calendar 	<ul style="list-style-type: none"> › Independents Tech › Winning on the Web › Retail Spotlight › Staff Training › Store Ops › Promo Calendar
SPECIALTY FOOD/ PREPARED FOODS	<ul style="list-style-type: none"> › Hits & Misses › Beverage Aisle › Case & Counter › Recipes for Success 	<ul style="list-style-type: none"> › Hits & Misses › Beverage Aisle › Case & Counter › Recipes for Success 	<ul style="list-style-type: none"> › Hits & Misses › Beverage Aisle › Case & Counter › Recipes for Success 	<ul style="list-style-type: none"> › Hits & Misses › Beverage Aisle › Case & Counter › Recipes for Success
KITCHENWARES/SMALL ELECTRICS/CUTLERY/ TABLETOP/GADGETS	<ul style="list-style-type: none"> › Ware & Why › Editor's Choice 	<ul style="list-style-type: none"> › Ware & Why › Editor's Choice 	<ul style="list-style-type: none"> › Ware & Why › Editor's Choice 	<ul style="list-style-type: none"> › Ware & Why › Editor's Choice
SPECIAL SECTIONS	› Sales Trainer		› Spring Gift Guide	
BONUS DISTRIBUTION & SHOW ISSUES	<ul style="list-style-type: none"> › NASFT Winter Fancy Food Show › New York International Gift Show 	<ul style="list-style-type: none"> › International Home & Housewares Show › Natural Products Expo West 	<ul style="list-style-type: none"> › IDDBA › All Candy Expo 	<ul style="list-style-type: none"> › World Tea Expo › NASFT Summer Fancy Food Show

	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/DECEMBER
CLOSING DATE	6/08/2010	8/05/2010	9/01/2010	10/15/2010
MATERIAL DATE	6/16/2010	8/16/2010	9/13/2010	10/27/2010
EST. MAIL DATE	7/19/2010	9/09/2010	10/08/2010	11/22/2010
FEATURES	<ul style="list-style-type: none"> › BMI: Retailing Issue › Superior Customer Service 	<ul style="list-style-type: none"> › Life's Little Luxuries › Fourth Quarter Primer 	<ul style="list-style-type: none"> › Right Angles: Ethnic Marketing › Retailer Profile 	<ul style="list-style-type: none"> › Corporate Profile Yearbook › Industry Outlook: 2011 › Retailer Profile
INDUSTRY PERSPECTIVE	› IHA Desk	› NGA Desk	› Guest Perspective	› IHA Desk
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SPECIAL SECTIONS	› Best Merchandising Ideas	› Fall Gift Guide		› Corporate Profile Yearbook
BONUS DISTRIBUTION & SHOW ISSUES	<ul style="list-style-type: none"> › NY Gift Show › Atlanta Gift Show › Gourmet Housewares Show 		<ul style="list-style-type: none"> › Natural Products Expo East › New York Tabletop Week 	› NASFT Winter Fancy Food Show