

2010 Editorial Calendar

The editorial calendar below is intended to give advertisers a general indication of the overall direction of each issue rather than specific topics, plus show the bonus circulation that will also influence the editorial. The articles in each issue will typically touch on topics such as technologies, business strategies, executive and company profiles, current events, career enhancement, and other issues critical to both store-level and C-level LP professionals. The high quality of our editorial is an important value that separates us from other trade publications.

Editorial Focus	Bonus Circulation	Deadlines
January/February Grocery industry LP Resource Guide	FMI LP	Editorial—Nov. 13 Space—Dec. 1 Material—Dec. 10
March/April Big-box retailers	RILA LP	Editorial—Jan. 15 Space—Jan. 29 Material—Feb. 11
May/June Specialty retailers	NRF LP	Editorial—Mar. 15 Space—Mar. 31 Material—Apr. 12
July/August Food service industry	NFSSC	Editorial—May 14 Space—May 31 Material—Jun. 11
September/October International	ASIS Europe LP	Editorial—July 15 Space—July 30 Material—Aug. 12
November/December Drug store industry		Editorial—Sep. 16 Space—Sep. 30 Material—Oct. 13

Resource Guide

Reprints will be distributed at trade shows and conferences throughout the year. See the Resource Guide sheet in the media kit for more information.