

PROGRESSIVE GROCER

2010 EDITORIAL CALENDAR

JANUARY/FEBRUARY

Ad Close: 12/11/2009
Material Due: 12/14/2009
Mail Date: 1/8/2010
Digital Edition: 1/22/2010

MARCH

Ad Close: 2/1/2010
Material Due: 2/2/2010
Mail Date: 3/1/2010
Digital Edition: 3/15/2010

Ad
Readership
Study

Features

- **Outstanding Independents**
- Industry Perspective

- **Corporate Social Responsibility/ Green Grocers**
- Store of the Month
- **RESEARCH REPORT:**
Meat/Seafood Ops Review

Columns

- Consumer Insights
- Wake-Up Call
- **GMA:** Director's Note
- **FMI:** Food Marketing Insights
- Shopper Culture

- Consumer Insights
- Wake-Up Call
- **NGA:** Independents Report
- Making A Difference
- Service Profit Chain
- Shopper Culture

Grocery

- **Bev/Al:** Focus Wine
- **Pets, Part 1:** Dishing It Out

- The Formative Years
- Earth Day Promos

Frozen/ Refrigerated

- **Frozen:** Reel It In
- **Fridge:** A Great (Meaty) Start

- **Frozen:** Nature's Best
- **Fridge:** Cool Trends

Fresh Food

- Pumping Up Pantry Sales
- Deli/Bakery Merchandising Trends
- Meaty Values
- Fresh Developments

- **Produce:** Are We There Yet?
- Deli-Bakery Merchandising Trends
- Fresh Developments

Nonfoods

- Impulse!
- **OTC:** Cough & Cold

- **HBC:** Natural Beauty
- **H&W:** Natural Solutions

Technology/ Supply Chain

- FutureTech, Part 1: Online
- Tech Toolbox

- Technology Saves The Planet
- Tech Toolbox

Equipment & Design

- Food Service
- **Making Life Safer:** Food Safety, Store Sanitation
- **Out of the Box:** Equipment News

- Food Service
- Retro Green
- **Out of the Box:** Equipment News

Bonus Show Distribution

- NASFT Winter Fancy Food Show
- NRF Convention & Expo
- FMI Mid-Winter
- NGA's Annual Convention
- AFFI

- Natural Products Expo West
- AMI

Supplements

- **Natural/Organic Product Showcase**

2010 EDITORIAL CALENDAR

APRIL

Ad Close: 3/1/2010
 Material Due: 3/2/2010
 Mail Date: 4/1/2010
 Digital Edition: 4/15/2010

MAY

Ad Close: 4/1/2010
 Material Due: 4/2/2010
 Mail Date: 5/3/2010
 Digital Edition: 5/15/2010

JUNE

Ad Close: 5/3/2010
 Material Due: 5/4/2010
 Mail Date: 6/1/2010
 Digital Edition: 6/15/2010

Features

- **Annual Report**
- Store of the Month

- **The Super 50**
- Store of the Month

- **RESEARCH REPORT**
Deli/Bakery Ops
- **Top Women in Grocery**
- Store of the Month

Columns

- Consumer Insights
- Wake-Up Call
- **GMA: Director's Note**
- Shopper Culture

- Consumer Insights
- Wake-Up Call
- **FMI: Food Marketing Insights**
- Making A Difference
- Service Profit Chain

- Consumer Insights
- Wake-Up Call
- **GMA: Director's Note**
- Service Profit Chain
- Multicultural Marketing

Grocery

- Breakfast Champions
- **Bev/Al Report: Focus Beer**

- Sweet Tooth: Confections Report
- **Coffee & Tea: World Tea Expo**
- Summer Quenchers

- Baby Steps

Frozen/ Refrigerated

- **Fridge: Probiotics**

- **Frozen: Frozen Trends**
- **Fridge: All Wrapped Up**

- **Fridge: Milking It**

Fresh Food

- **Produce: Hot Commodities**
- **Meat: Organic and Natural Proteins**
- Fresh Development
- Deli-Bakery Merchandising Trends

- **Produce: Ripening Springtime Sales**
- **Deli/Bakery: IDDBA Preview**
- **Meat/Seafood: What A Gas!**
- Fresh Developments

- **Produce: Summer Promos**
- Deli-Bakery Ops Review
- **Meat/Seafood: A Breed Apart**
- Fresh Developments

Nonfoods

- Baby Care
- **Pets, Part 2: Man's Best Friend**

- The Paper Chase
- Charged Up!

- Family Planning
- Rags to Riches

Technology/ Supply Chain

- **FutureTech, Part 2: In-Store**
- Tech Toolbox

- Tech Toolbox

- **Supply Chain: Case Study**
- Tech Toolbox

Equipment & Design

- Food Service
- **Out of the Box: Equipment News**

- Food Service
- **Equipment: Behind the Scenes**
- **Out of the Box: Equipment News**

- Food Service
- **Equipment: Carried Away**
- **Out of the Box: Equipment News**

Bonus Show Distribution

- FMI Pre-Show
- NARMS Spring Conference
- NACDS Annual
- United Fresh Shows

- World Tea Expo
- Expo Comida Latina
- FMI Show Issue
- GMDC GM
- NRA
- All Candy Expo

- All Things Organic
- The FMI Show/Marketechnics
- Gourmet Housewares Show
- NACDS Marketplace
- IDDBA
- NASFT Summer Fancy Food Show

Supplements

- **HBC**

2010 EDITORIAL CALENDAR

JULY

Ad Close: 6/1/2010
Material Due: 6/2/2010
Mail Date: 7/1/2010
Digital Edition: 7/15/2010

AUGUST

Ad Close: 7/1/2010
Material Due: 7/5/2010
Mail Date: 8/2/2010
Digital Edition: 8/16/2010

SEPTEMBER

Ad Close: 8/2/2010
Material Due: 8/3/2010
Mail Date: 9/1/2010
Digital Edition: 9/15/2010

Features	<ul style="list-style-type: none"> • The Collection (SOM) • Design: New Trends In-Store (Lighting-Flooring-Shelving) 	<ul style="list-style-type: none"> • Editor's Picks • Store of the Month 	<ul style="list-style-type: none"> • CES: The Market Basket • Store of the Month (Hispanic)
Columns	<ul style="list-style-type: none"> • Consumer Insights • Wake-Up Call • NGA: Independents Report • Shopper Culture • Making A Difference 	<ul style="list-style-type: none"> • Consumer Insights • Wake-Up Call • FMI: Food Marketing Insights • Service Profit Chain • Multicultural Marketing 	<ul style="list-style-type: none"> • Consumer Insights • Wake-Up Call • NGA: Independents Report • Shopper Culture • Multicultural Marketing
Grocery	<ul style="list-style-type: none"> • Center Store: Hot Commodities 	<ul style="list-style-type: none"> • H&W: Food Fears • Spreading the Wealth 	<ul style="list-style-type: none"> • Pantry Staples
Frozen/ Refrigerated	<ul style="list-style-type: none"> • Frozen: Table for Two? 	<ul style="list-style-type: none"> • Fridge: Back to School Convenience • Frozen: Juice Up! 	<ul style="list-style-type: none"> • Frozen: Family Style
Fresh Food	<ul style="list-style-type: none"> • Raising the Bar: Prepared Foods Primer • Foodservice-friendly Proteins and Produce 	<ul style="list-style-type: none"> • Wrap It Up: Fresh Foods Packaging Trends • Fresh Developments 	<ul style="list-style-type: none"> • Produce: Fall Promotion • Deli/Bakery: Wrap It Up • Meat: Plumping Pork Sales • Fresh Developments
Nonfoods	<ul style="list-style-type: none"> • Impulse! • Bright White Sales 	<ul style="list-style-type: none"> • In-Store Pharmacies 	<ul style="list-style-type: none"> • H&W: Demographic Choices • Impulse!
Technology/ Supply Chain	<ul style="list-style-type: none"> • Technology: Case Study • Tech Toolbox 	<ul style="list-style-type: none"> • FutureTech, Part 3: Supply Chain • Tech Toolbox 	<ul style="list-style-type: none"> • Tech Toolbox
Equipment & Design	<ul style="list-style-type: none"> • Food Service • Out of the Box: Equipment News 	<ul style="list-style-type: none"> • Food Service • Out of the Box: Equipment News 	<ul style="list-style-type: none"> • Design: Telling the Story • Out of the Box: Equipment News • Food Service
Bonus Show Distribution		<ul style="list-style-type: none"> • Hispanic Retail 360 • Retail 2020 	<ul style="list-style-type: none"> • Natural Products East • GMDC HBW
Supplements			

2010 EDITORIAL CALENDAR

OCTOBER

Ad Close: 9/1/2010
 Material Due: 9/2/2010
 Mail Date: 10/1/2010
 Digital Edition: 10/15/2010

Ad
 Readership
 Study

NOVEMBER/DECEMBER

Ad Close: 10/15/2010
 Material Due: 10/18/2010
 Mail Date: 11/15/2010
 Digital Edition: 11/29/2010

Features

- **RESEARCH REPORT:** Product Ops Review
- **Retailer of the Year**
- Hispanic 360 Report

- **Category Captains**
- Store of the Month
- Private Label Trends

Columns

- Consumer Insights
- Wake-Up Call
- **GMA:** Director's Note
- Making A Difference

- Consumer Insights
- Wake-Up Call
- **FMI:** Food Marketing Insights
- Multicultural Marketing
- Making A Difference

Grocery

- **Touch Down:** SuperBowl Sales

- Snack Attack

Frozen/ Refrigerated

- **Fridge:** All Cracked Up
- **Frozen:** Frozen Food Promo Ideas

- **Frozen:** The New Fresh

Fresh Food

- **Produce:** Annual Produce Operations
- Mixing It Up
- **Meat:** Poultry Pulchritude
- Fresh Developments

- **Produce:** A Second Look
- Deli/Bakery Merchandising Trends
- **Meat:** A Hankering for Beef
- Fresh Developments

Nonfoods

- Impulse!
- House & Home

- Seasonal
- Impulse!

Technology/ Supply Chain

- Tech Toolbox

- **FurtureTech:** Part 4: Enterprise
- Tech Toolbox

Equipment & Design

- Food Service
- **Out of the Box:** Equipment News

- **Design:** New Footprints
- Food Service
- **Out of the Box:** Equipment News

Bonus Show Distribution

- All Asia Food Expo
- Expo Comida Latina
- Kosher Fest
- NFRA
- PMA

- All Asia Food Expo
- Expo Comida Latina
- Kosher Fest
- NACS
- PLMA

Supplements

- **Product Showcase**