

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	<ul style="list-style-type: none"> • Outstanding Independents • Industry Perspective 	<ul style="list-style-type: none"> • Corporate Social Responsibility/ Green Grocers • RESEARCH REPORT: Meat/Seafood Ops Review
Columns	<ul style="list-style-type: none"> • Consumer Insights • Wake-Up Call • GMA: Director's Note • FMI: Food Marketing Insights • Shopper Culture 	<ul style="list-style-type: none"> • Consumer Insights • Wake-Up Call • N.G.A.: Independents Report • Making A Difference • Service Profit Chain • Shopper Culture
Grocery	<ul style="list-style-type: none"> • Bev/Al: Focus Wine • Pets, Part 1: Dishing It Out 	<ul style="list-style-type: none"> • The Formative Years • Earth Day Promos
Frozen/ Refrigerated	<ul style="list-style-type: none"> • Frozen: Reel It In • Fridge: A Great (Meaty) Start 	<ul style="list-style-type: none"> • Frozen: Nature's Best • Fridge: Cool Trends
Fresh Food	<ul style="list-style-type: none"> • Pumping Up Pantry Sales • Deli/Bakery Merchandising Trends • Meaty Values • Fresh Developments 	<ul style="list-style-type: none"> • Produce: Are We There Yet? • Deli-Bakery Merchandising Trends • Fresh Developments
Nonfoods	<ul style="list-style-type: none"> • Impulse! • OTC: Cough & Cold 	<ul style="list-style-type: none"> • HBC: Natural Beauty • H&W: Natural Solutions
Technology/ Supply Chain	<ul style="list-style-type: none"> • FutureTech, Part 1: Online • Tech Toolbox 	<ul style="list-style-type: none"> • Technology Saves the Planet • Tech Toolbox
Equipment & Design	<ul style="list-style-type: none"> • Food Service • Making Life Safer: Food Safety, Store Sanitation • Out of the Box: Equipment News 	<ul style="list-style-type: none"> • Food Service • Retro Green • Out of the Box: Equipment News
Bonus Show Distribution	<ul style="list-style-type: none"> • NASFT Winter Fancy Food Show • NRF Convention & Expo • FMI Mid-Winter • N.G.A.'s Annual Convention • AFFI 	<ul style="list-style-type: none"> • Natural Products Expo West • AMI
Supplements		<ul style="list-style-type: none"> • Natural/Organic Product Showcase

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
<ul style="list-style-type: none"> • Annual Report • Store of the Month 	<ul style="list-style-type: none"> • The Super 50 • Store of the Month 	<ul style="list-style-type: none"> • RESEARCH REPORT Deli/Bakery Ops • Top Women in Grocery • Store of the Month
<ul style="list-style-type: none"> • Consumer Insights • Wake-Up Call • GMA: Director's Note • Shopper Culture 	<ul style="list-style-type: none"> • Consumer Insights • Wake-Up Call • FMI: Food Marketing Insights • Making A Difference • Service Profit Chain 	<ul style="list-style-type: none"> • Consumer Insights • Wake-Up Call • GMA: Director's Note • Service Profit Chain • Multicultural Marketing
<ul style="list-style-type: none"> • Breakfast Champions • Bev/Al Report: Focus Beer 	<ul style="list-style-type: none"> • Sweet Tooth: Confections Report • Coffee & Tea: World Tea Expo • Summer Quenchers 	<ul style="list-style-type: none"> • Baby Steps
<ul style="list-style-type: none"> • Fridge: Probiotics 	<ul style="list-style-type: none"> • Frozen: Frozen Trends • Fridge: All Wrapped Up 	<ul style="list-style-type: none"> • Fridge: Milking It
<ul style="list-style-type: none"> • Produce: Hot Commodities • Meat: Organic and Natural Proteins • Fresh Development • Deli-Bakery Merchandising Trends 	<ul style="list-style-type: none"> • Produce: Ripening Springtime Sales • Deli/Bakery: IDDBA Preview • Meat/Seafood: What A Gas! • Fresh Developments 	<ul style="list-style-type: none"> • Produce: Summer Promos • Deli-Bakery Ops Review • Meat/Seafood: A Breed Apart • Fresh Developments
<ul style="list-style-type: none"> • Baby Care • Pets, Part 2: Man's Best Friend 	<ul style="list-style-type: none"> • The Paper Chase • Charged Up! 	<ul style="list-style-type: none"> • Family Planning • Rags to Riches
<ul style="list-style-type: none"> • FutureTech, Part 2: In-Store • Tech Toolbox 	<ul style="list-style-type: none"> • Tech Toolbox 	<ul style="list-style-type: none"> • Supply Chain: Case Study • Tech Toolbox
<ul style="list-style-type: none"> • Food Service • Out of the Box: Equipment News 	<ul style="list-style-type: none"> • Food Service • Equipment: Behind the Scenes • Out of the Box: Equipment News 	<ul style="list-style-type: none"> • Food Service • Equipment: Carried Away • Out of the Box: Equipment News
<ul style="list-style-type: none"> • NARMS Spring Conference • NACDS Annual • United Fresh Show 	<ul style="list-style-type: none"> • FMI Show Issue • GMDC GM • All Candy Expo 	<ul style="list-style-type: none"> • World Tea Expo • Expo Comida Latina • All Things Organic • NACDS Marketplace • IDDBA • NASFT Summer Fancy Food Show
		<ul style="list-style-type: none"> • HBC

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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"> • Editors' 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 • N.G.A.: 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 • N.G.A.: 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			

OCTOBER

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



NOVEMBER/DECEMBER

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

<ul style="list-style-type: none"> ● RESEARCH REPORT: Product Ops Review ● Retailer of the Year ● Hispanic 360 Report 	<ul style="list-style-type: none"> ● Category Captains ● Store of the Month ● Private Label Trends
<ul style="list-style-type: none"> ● Consumer Insights ● Wake-Up Call ● GMA: Director's Note ● Making A Difference 	<ul style="list-style-type: none"> ● Consumer Insights ● Wake-Up Call ● FMI: Food Marketing Insights ● Multicultural Marketing ● Making A Difference
<ul style="list-style-type: none"> ● Touchdown: Super Bowl Sales 	<ul style="list-style-type: none"> ● Snack Attack
<ul style="list-style-type: none"> ● Fridge: All Cracked Up ● Frozen: Frozen Food Promo Ideas 	<ul style="list-style-type: none"> ● Frozen: The New Fresh
<ul style="list-style-type: none"> ● Produce: Annual Produce Operations ● Mixing It Up ● Meat: Poultry Pulchritude ● Fresh Developments 	<ul style="list-style-type: none"> ● Produce: A Second Look ● Deli/Bakery Merchandising Trends ● Meat: A Hankering for Beef ● Fresh Developments
<ul style="list-style-type: none"> ● Impulse! ● House & Home 	<ul style="list-style-type: none"> ● Seasonal ● Impulse!
<ul style="list-style-type: none"> ● Tech Toolbox 	<ul style="list-style-type: none"> ● FurtureTech: Part 4: Enterprise ● Tech Toolbox
<ul style="list-style-type: none"> ● Food Service ● Out of the Box: Equipment News 	<ul style="list-style-type: none"> ● Design: New Footprints ● Food Service ● Out of the Box: Equipment News
<ul style="list-style-type: none"> ● NFRA ● PMA ● NACS 	
	<ul style="list-style-type: none"> ● Product Showcase