

Issue	Special Features & Editorial Highlights*	Bonus Distribution	Merchandising Offers	Ad Close Date	Materials Due	Publication Date
January	<ul style="list-style-type: none"> <li>2010 Trends Survey &amp; Results</li> <li>Footwear Report</li> <li>New Age Circular Feature</li> </ul>	<ul style="list-style-type: none"> <li>StratConn – Retail &amp; Shopper Insights, Jan. 20-21</li> </ul>		Nov. 13 ('09)	Nov. 20 ('09)	Dec. 30 ('09)
February	<ul style="list-style-type: none"> <li>Shopper Insights</li> <li>DVD Report</li> <li>Online &amp; Shopper Marketing Feature</li> </ul>			Dec. 15 ('09)	Dec. 22 ('09)	Jan. 29
March	<ul style="list-style-type: none"> <li>Hall of Fame Q&amp;A #1</li> <li>State of Digital Media</li> <li>Store Back</li> <li>GlobalShop Preview</li> </ul>	<ul style="list-style-type: none"> <li>GlobalShop, Mar. 10-12</li> <li>StratConn – Solutions For Generating Trial, Mar. 16-17</li> </ul>		Jan. 15	Jan. 22	Feb. 26
April	<ul style="list-style-type: none"> <li>Hall of Fame Q&amp;A #2</li> <li>Apparel Report</li> <li>Working With Agencies</li> <li>Performance-Based Models</li> <li>Who's Who in Packaging</li> </ul>			Feb. 16	Feb. 23	Mar. 31
May	<ul style="list-style-type: none"> <li>Hall of Fame Q&amp;A #3</li> <li>Salty Snacks</li> <li>Segmentation Update Report</li> <li>Customer Planning Feature</li> </ul>	<ul style="list-style-type: none"> <li>StratConn – Creative Packaging Solutions, May 20-21</li> </ul>		Mar. 16	Mar. 23	Apr. 29
June	<ul style="list-style-type: none"> <li>Private Label Report</li> <li>LG Electronics</li> <li>QR Codes</li> <li>Who's Who in Retail Execution</li> </ul>	<ul style="list-style-type: none"> <li>StratConn – Custom Merchandising, June 8-9</li> </ul>		Apr. 16	Apr. 23	May 28
July	<ul style="list-style-type: none"> <li>State of Packaging Report</li> <li>Booze Report</li> <li>SKU Rationalization Feature</li> <li>Marketing to Seniors Feature</li> </ul>	<ul style="list-style-type: none"> <li>StratConn – P-O-P Design, July 14-15</li> <li>StratConn – Retail Execution Resources, July 28-29</li> </ul>		May 14	May 21	Jun. 30
August	<ul style="list-style-type: none"> <li>Event Marketing Report</li> <li>Sporting Goods Report</li> <li>Augmented Reality and Retail</li> </ul>		<ul style="list-style-type: none"> <li>Website Guide</li> </ul>	Jun. 17	Jun. 24	Jul. 30
September	<ul style="list-style-type: none"> <li>Digital Shopper Marketing</li> <li>Marketing to Latinos Report</li> <li>Shopper Marketing Expo Preview</li> <li>Who's Who in Shopper Marketing</li> </ul>	<ul style="list-style-type: none"> <li>StratConn – Strategic Resources, Sept. 16-17</li> </ul>	<ul style="list-style-type: none"> <li>Shopper Marketing Expo Show Stopper</li> </ul>	Jul. 16	Jul. 23	Aug. 27
October	<ul style="list-style-type: none"> <li>How Shopper Marketing Departments are Structured</li> <li>Shopping the Perimeter Report</li> <li>Research Labs Report</li> <li>Design of the Times Preview</li> </ul>	<ul style="list-style-type: none"> <li>Shopper Marketing Expo, Oct. 6-7</li> </ul>		Aug. 16	Aug. 23	Sep. 29
November	<ul style="list-style-type: none"> <li>People to Watch Profile</li> <li>New Format Stores Report</li> <li>Toys Report</li> <li>Is Shopper Marketing Being Taught in Business Schools?</li> </ul>			Sep. 17	Sep. 24	Oct. 29
December	<ul style="list-style-type: none"> <li>Retail Execution Report</li> <li>Automotive Report</li> <li>The Reclassification of Channels Feature</li> <li>Who's Who in Shopper Insights</li> </ul>	<ul style="list-style-type: none"> <li>Product Lit Showcase</li> </ul>		Oct. 15	Oct. 22	Nov. 30