

# NACS Magazine

## 2013 EDITORIAL CALENDAR

### FOR EDITORIAL INFORMATION

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NACS Magazine doesn't just report the news, it's making the news. We help shape the policies and minds on Capitol Hill and share our insightful analysis and thought leadership in every issue, making NACS Magazine the go-to source for the most relevant and trusted industry information.

### JANUARY

#### COOL NEW PRODUCTS

RESERVATIONS DUE: 12/3/12

MATERIALS DUE: 12/10/12

- › Health Care Consequences
- › Profitable Planograms
- › Category Close-up: Packaged Beverages

### FEBRUARY

#### NACS LEADERSHIP FORUM

RESERVATIONS DUE: 1/4/13

MATERIALS DUE: 1/11/13

- › Social Networking/New Media
- › Leadership
- › Category Close-up: Cigarettes

#### BONUS DISTRIBUTION: NACS

Leadership Forum; NGA Annual Convention; NATSO Show; WPMA National Convention

### MARCH

#### NACS ANNUAL FUELS REPORT

RESERVATIONS: 2/1/13

MATERIALS DUE: 2/8/13

- › NACS Annual Fuels Report
- › Loyalty
- › Category Close-up: Other Tobacco Products

**BONUS DISTRIBUTION:** NACS Day on the Hill; NACS HR Forum; AWMA Show; Gulf Coast Food & Fuel Expo 2013; SFA Snaxpo 2013; Natural Products Expo West

### APRIL

#### STATE OF THE INDUSTRY SUMMIT/ COOL NEW PRODUCTS

RESERVATIONS: 3/4/13

MATERIALS DUE: 3/11/13

- › Real Estate
- › Motor Fuels
- › Category Close-up: Ice Cream/ Frozen Novelties; Frozen Dispensed Beverages

**BONUS DISTRIBUTION:** NACS State of the Industry Summit; Car Care World Expo; M-Pact 2013

### MAY

#### THE TECH EVENT

RESERVATIONS: 4/3/13

MATERIALS DUE: 4/10/13

- › Future of Payments
- › POS Systems
- › Category Close-up: Candy; Alternative Snacks

**BONUS DISTRIBUTION:** THE Tech EVENT; NCA Sweets & Snacks Expo; NRA Show; PMAA Conference/Day on the Hill; SIGMA 2013 Spring Convention; Southwest Fuel & Convenience Expo

### JUNE

#### NACS GLOBAL FORUM

RESERVATIONS: 5/3/13

MATERIALS DUE: 5/10/13

- › NACS State of the Industry Coverage
- › Emerging Technologies: Reality vs Vaporware
- › Category Close-up: Cold Dispensed Beverages

**BONUS DISTRIBUTION:** NACS Global Forum; GACS Annual Convention; Fancy Food Show

### JULY

#### FOODSERVICE ISSUE/ COOL NEW PRODUCTS

RESERVATIONS: 6/3/13

MATERIALS DUE: 6/10/13

- › Foodservice: Healthy Options
- › NACS CAFÉ Hot Topics
- › Category Close-up: Food Prepared Onsite; Hot Dispensed Beverages

**BONUS:** IFT Food Expo

#### \*SPECIAL ISSUE: SMALL OPERATOR

RESERVATIONS: 7/8/13

MATERIALS DUE: 7/12/13

In 2012, this special issue reached nearly 100,000 operators!

### AUGUST

RESERVATIONS: 7/2/13

MATERIALS DUE: 7/9/13

- › Store Safety and Security
- › Using Frontline to Improve Bottom Line
- › Category Close-up: Salty Snacks; Health & Beauty Care

**BONUS:** Reader Survey

**BONUS DISTRIBUTION:** Hispanic Retail 360; NACDS Total Store Expo

### SEPTEMBER

#### PRE-SHOW ISSUE

RESERVATIONS: 8/2/13

MATERIALS DUE: 8/9/13

- › Philanthropy
- › Maximizing Shopper Occasions
- › Category Close-up: General Merchandise

**BONUS DISTRIBUTION:** Pacific Oil Conference; NACS/Insight Future of Convenience

### OCTOBER

#### NACS SHOW ISSUE/ COOL NEW PRODUCTS

RESERVATIONS: 9/6/13

MATERIALS DUE: 9/13/13

- › ACH Payments
- › Food Safety
- › Close-up: Packaged Sweet Snacks

**BONUS DISTRIBUTION:** NACS Show

### NOVEMBER

#### POST-SHOW WRAP-UP

RESERVATIONS: 10/4/13

MATERIALS DUE: 10/11/13

- › NACS Show Coverage
- › Private Label
- › Category Close-up: Wine; Non-Edible Grocery

### DECEMBER

RESERVATIONS: 11/1/13

MATERIALS DUE: 11/8/13

- › Anniversary of First Gas Station
- › What Fuels Will You Sell in 2025?
- › Category Close-up: Beer; Edible and Perishable Grocery

THIS EDITORIAL CALENDAR IS SUBJECT TO CHANGE.