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## Editorial Calendar

### Food Trade News

#### Publication Date

##### January 16, 2012

Materials: January 6

##### February 20, 2012

Materials: February 10

##### March 19, 2012

Materials: March 9

##### April 16, 2012

Materials: April 6

##### May 21, 2012

Materials: May 11

##### June 18, 2012

Materials: June 8

##### July 16, 2012

Materials: July 6

#### Special Issues & Features

##### Futurecast 2012

A look ahead at the year 2012, with a retailer roundtable discussion.

##### Seafood

Spotlight interviews with seafood companies in the market. Plus, bonus circulation at the Boston International Seafood Show

##### Foodservice in Retail / Frozen

A look at the foodservice industry within the retail supermarket business. Also included, "Meet the Buyers" in the retail foodservice industry as well as featurettes on several area suppliers. Plus, IRI Infoscans' listings of the fastest moving frozen food items in the Delaware Valley and Central Pennsylvania markets.

##### Specialty Food / Ethnic / Kosher

Food Trade News will take a look at the specialty food industry, including the ethnic and kosher segments, highlighting interviews with area retailers, distributors and wholesalers handling specialty categories. Plus: bonus circulation at the FMI FutureConnect in Dallas.

##### Dairy-Deli-Bakery

Food Trade News will "Meet the Buyers" in the dairy-deli-bakery segment. Also, IRI Infoscans' listings of fastest moving dairy-deli-bakery items in the Delaware Valley and Central Pennsylvania markets. Also, broker listings. Plus, bonus circulation at the IDDBA Show in New Orleans.

##### Retail Market Study

Food Trade News' biggest and most important of the year! The annual market study breaks down sales and share for retailers from all segments doing business in the Northern New Jersey, Delaware Valley, Central Pennsylvania, ABE and Northeast PA markets.

##### Holiday Merchandising

Food Trade News covers the holiday merchandising plans of the area's retailers, featuring a "Meet the Buyers" segment.

cont.

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## Editorial Calendar

### Food Trade News

*cont.*

### Publication Date

#### August 20, 2012

Materials: August 10

#### September 17, 2012

Materials: September 7

#### October 8, 2012

Materials: September 28

#### November 19, 2012

Materials: November 9

#### December 17, 2012

Materials: December 7

### Special Issues & Features

#### Direct Store Delivery / Manufacturers

*Food Trade News* will "Meet the Buyers" in the DSD and manufacturing arenas and spotlight suppliers and wholesalers in the arena. Also, DSD/Manufacturer company listings.

#### Naturals and Organics

*Food Trade News* explores the natural/organics business in the retail sector, highlighting future trends and showing you who's on the cutting edge. Plus, bonus circulation at the Natural Products Expo East in Baltimore.

#### Produce

*Food Trade News* explores the produce business highlighting future trends. Plus, bonus circulation at PMA Fresh Summit in Anaheim, CA.

#### Grocery IRI / Broker's Issue

IRI Infoscant's listings of the fastest moving edible and non-edible grocery items in the Delaware Valley and Central Pennsylvania markets. Plus, broker listings.

#### Year in Review / Wholesalers

A review of the year 2012, with a retailer roundtable discussion. Also, a study of the wholesalers in the *Food Trade News* market, along with company listings.