

2019 DRUG STORE NEWS EDITORIAL CALENDAR

	FRONT OF BOOK	REX AWARDS	PHARMACY	BEAUTY	HEALTH	CONSUMABLES	GENERAL MERCHANDISE	EQUIPMENT/ TECHNOLOGY	ECRM HOT PRODUCTS	SHOWS
JANUARY Ad Close: 12/4/18 Material Due: 12/11/18	The State of the Industry	Natural Products	<ul style="list-style-type: none"> State of Retail Pharmacy Pharmacy Technology 	<ul style="list-style-type: none"> Top Brands, Razor, Skincare Focus on Brands in the Inside Beauty Sample Box Oral Care 	<ul style="list-style-type: none"> What's up with Cough Cold Allergy Flu Report Vitamins/Nutritional Products Baby Care 	<ul style="list-style-type: none"> Tobacco/ecigs Candy 	<ul style="list-style-type: none"> Greeting Cards, As Seen on TV Housewares 	Best Designs		FMI Mid-Winter Retail Pharmacy Retail Pharmacy - Branded Rx & Vaccine EPPS, Jan. 6-9 Cosmetics, Fragrance & Bath EPPS, Jan. 13-17 Cough, Cold, Preventative & Allergy, Jan. 27-30
FEBRUARY Ad Close: 1/8/19 Material Due: 1/15/19	Mckesson Profile	Private Label	<ul style="list-style-type: none"> Generic Report Chronic Care Patient Management Recap Diabetes Report 	<ul style="list-style-type: none"> Natural/Organic Hair Care ECRM January-Beauty Week Recap 	<ul style="list-style-type: none"> Feminine Hygiene Foot Care Durable Medical Equipment Analgesics Report & Sleep Report 	<ul style="list-style-type: none"> Snacks Wine/alcohol 	Pet Supplies	Pharmacy Fixtures		NACDS Regional, Feb. 3-5 Home Health & Caregiver Solutions, Feb.10-13 Retail Pharmacy - Generic Rx, Feb. 24-27
MARCH Ad Close: 2/12/19 Material Due: 2/19/19	<ul style="list-style-type: none"> View from the Top Small Chains Making a Difference 	OTC	<ul style="list-style-type: none"> Pharmacy Report Issue Summit Recap Report 	<ul style="list-style-type: none"> Men's Grooming Bath Products Facial Care Trend Report 	<ul style="list-style-type: none"> Top Trends: OTC Homeopathic 	<ul style="list-style-type: none"> Energy Product Marketing to Kids 	Housewares		<ul style="list-style-type: none"> Cosmetics and Bath Cough Cold Allergy 	CHPA 2019 Annual Executive Conference, Mar. 17-20 Weight Management, Sports Nutrition, Vitamin & Hemp Solutions, Mar. 31-Apr. 3 Store Brand Health & Beauty Care, Apr. 7-10
APRIL Ad Close: 3/26/19 Material Due: 3/29/19	Annual Retail Report: Top Retail Markets	Generics	Best Pharmacy Colleges	<ul style="list-style-type: none"> Top Trends and Influencers in Beauty Sun Care Cosmetics 	<ul style="list-style-type: none"> Contraceptive/ Sexual Wellness Adult Incontinence 	Top Trends in Food	Office Supplies Home/Gift		NACDS Annual Conference	NACDS Annual, Apr. 27-30
ANNUAL SHOW DAILY Ad Close: 3/27/19 Material Due: 3/30/19	Beauty Data Dive - IRI									
MAY Ad Close: 4/17/19 Material Due: 4/26/19	Emerging Brands Report		Supermarkets	<ul style="list-style-type: none"> Multicultural Skin Care Bath 	<ul style="list-style-type: none"> Ear Care Sleep Aids 	Candy Report	Greeting Cards	The Back Room	<ul style="list-style-type: none"> CBD Vitamins 	Sweets and Snacks Expo, May 21-23 Skin, Bath, Cosmetics & Natural Beauty, Jun. 2-6 Hair Care & Multicultural Hair, Jun. 3-6
JUNE Ad Close: 5/16/19 Material Due: 5/24/19	The Labor Challenge	General Merchandise	<ul style="list-style-type: none"> Tech and Automation Vaccines 	<ul style="list-style-type: none"> Annual Beauty Report Eye and Lip trends 	<ul style="list-style-type: none"> Diabetes Eye Care Digestives 	<ul style="list-style-type: none"> Sport Drinks Front End 	<ul style="list-style-type: none"> Batteries As Seen on TV 		<ul style="list-style-type: none"> Skin Bath Hair Care Multicultural 	GMDC

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JULY Ad Close: 6/11/19 Material Due: 6/20/19	The Food/Nonfood Safety Issue	Candy and Snack	<ul style="list-style-type: none"> • State of Industry • Generic Profiles 	<ul style="list-style-type: none"> • Beauty Virtual Roundtable & June ECRM Wrap Up • Deodorant and Fragrance • Oral Care • Sun Care 	<ul style="list-style-type: none"> • Lice • Hearing Aid • Adult Incontinence • Women's Health & Wellness 	<ul style="list-style-type: none"> • Cereal • Halloween Report 	<ul style="list-style-type: none"> • Apparel • Greeting Card • Front End GM Story 	Store Fixtures		<ul style="list-style-type: none"> Sun Care, July 14-17 Personal Care, Grooming, Oral & Travel/ Trial, July 15-17 Baby & Infant, July 14-16
AUGUST Ad Close: 7/19/19 Material Due: 8/1/19	<ul style="list-style-type: none"> • Surveying the Industry • TSE - Best of the Best 		<ul style="list-style-type: none"> • Top Trends in Pharmacy • Generics 	<ul style="list-style-type: none"> • Top Trends in Beauty • Beauty Q&A's 	<ul style="list-style-type: none"> • Top Trends in Health • Vitamins/Nutritional Products • First Aid Products • Feminine Hygiene 	Top Trends in Consumables	<ul style="list-style-type: none"> • Top Trends in General Merchandise • Pet Supplies 		<ul style="list-style-type: none"> • Sun Care • Oral • Personal Care 	
TSE SHOW DAILY Ad Close: 7/19/19 Material Due: 8/1/19	Beauty Data Dive Part 2 - IRI									
SEPTEMBER Ad Close: 8/22/19 Material Due: 8/30/19	The Digital Report: How are Traditional Retailers Faring in This Epic Battle	Beauty	<ul style="list-style-type: none"> • Specialty • Technology and Automation 	<ul style="list-style-type: none"> • Cosmetics • Men's Grooming 	<ul style="list-style-type: none"> • Natural Products • Sexual Wellness • Foot Care • Homeopathy • Vitamin Report 	<ul style="list-style-type: none"> • Organic Products • Pet Food • Tobacco/ecigs • Wine/Alcohol 	<ul style="list-style-type: none"> • Holiday GM • Light Bulbs 	What's New in Equipment		<ul style="list-style-type: none"> Vitamin, Weight Management & Sports Nutrition, Sept. 22-26 Diabetes/Clinical Programs, Chronic Care Management & Adherence Solutions, Oct. 2-4 GMDC AND The NACS Show®
OCTOBER Ad Close: 9/24/19 Material Due: 10/1/19	Retailer of the Year	Pharmacy Tech	Setting up the Pharmacy	<ul style="list-style-type: none"> • Oral Care • Marketing to Millennials 	<ul style="list-style-type: none"> • Diagnostics • Diabetes 	<ul style="list-style-type: none"> • Candy • Snacks • Breakfast Food • Energy Products 	<ul style="list-style-type: none"> • Books/ Magazines • Cleaning Products 		<ul style="list-style-type: none"> • Vitamin • Diabetes 	
NOVEMBER Ad Close: 10/18/19 Material Due: 10/28/19	Private Label Report	Multicultural Beauty	<ul style="list-style-type: none"> • Generic Company Q&A • Technology & Automation Report 	<ul style="list-style-type: none"> • Multicultural • Deodorant and Fragrance 	<ul style="list-style-type: none"> • Women's Health Report • Weight Control • Eye Care • Ear Care 	Beverages	<ul style="list-style-type: none"> • Greeting Cards • Reading Glasses 	Fitting It All on the Shelves		PLMA
DECEMBER Ad Close: 11/13/19 Material Due: 11/21/19	<ul style="list-style-type: none"> • Pharmacy Innovator Awards • The Best of the Best Products for 2018 and Beyond 	Skin Care	Pharmacy Innovator Awards	<ul style="list-style-type: none"> • Beauty Brands Ranking Report • Trends in Natural Beauty 	<ul style="list-style-type: none"> • Digital Health Wearables • Cardiovascular Health 	<ul style="list-style-type: none"> • Healthy Snacks • Coffee and Tea 				