

2020 DRUG STORE NEWS

EDITORIAL CALENDAR

	FRONT OF BOOK	REX AWARDS	PHARMACY	BEAUTY	HEALTH	CONSUMABLES	GENERAL MERCHANDISE	EQUIPMENT/ TECHNOLOGY	SPECIAL REPORTS	SHOWS
JANUARY Ad Close: 12/4/19 Material Due: 12/12/19	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 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	State of the CBD Category	FMI Mid Winter, Cough Cold & Allergy, Hemp/CBD Health & Beauty , Everyday and Holiday Cosmetics, Fragrance & Bath Program
FEBRUARY Ad Close: 1/7/20 Material Due: 1/23/20	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		Generic Rx
MARCH Ad Close: 2/12/20 Material Due: 2/20/20	<ul style="list-style-type: none"> Inside look at Industry 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 Vitamins/Nutritional Products Diabetes Care 	<ul style="list-style-type: none"> Energy Product Marketing to Kids 	Housewares			Vitamin Show, Home Health & Diabetes, CHPA 2020? Annual Executive Conference
APRIL Ad Close: 3/20/20 Material Due: 3/28/20	Annual Retail Report: Top Retail Chains	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 4/25- 4/28 NCA Sweets & Snacks Expo
ANNUAL SHOW DAILY Ad Close: 4/8/20 Material Due: 4/13/20	Show review and new products									NACDS Annual 4/25- 4/28,
MAY Ad Close: 4/22/20 Material Due: 4/30/20	Emerging Brands Report		Unique Retail Format	<ul style="list-style-type: none"> Multicultural Skin Care Bath 	<ul style="list-style-type: none"> Ear and Eye Care Sleep Aids 	Candy Report	Greeting Cards	The Back Room	FDA & CBD	Skin Care, Bath Cosmetics, Hair Care & Multicultural 5/31
JUNE Ad Close: 5/10/20 Material Due: 5/20/20	Finding the Right Employees	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 			

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JULY Ad Close: 6/10/20 Material Due: 6/16/20	The 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	2019 CBD State of the Industry Report	Sun Care Baby & Personal Care 7/13 Orlando FL Health Care, CPNA, Health Care EPPS 7/13
AUGUST Ad Close: 7/7/20 Material Due: 7/13/20	<ul style="list-style-type: none"> Retailer Report 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 			NACDS 8/8/20 San Diego CA
TSE SHOW DAILY Ad Close: 7/17/20 Material Due: 7/22/20	Show review and new products									NACDS 8/8/20 San Diego CA
SEPTEMBER Ad Close: 8/24/20 Material Due: 9/2/20	Internet Battle: how are traditional retailers faring in this struggle	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		Hemp CBD, Vitamin, Weight Management & Sports Nutrition.
OCTOBER Ad Close: 9/13/20 Material Due: 9/23/20	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 			PLMA
NOVEMBER Ad Close: 10/11/20 Material Due: 10/21/20	Women of the Year	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	2020 Top Women in Health, Wellness and Beauty	
DECEMBER Ad Close: 11/15/20 Material Due: 11/25/20	<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 				NRF