

EDITORIAL CALENDAR

	Cover Story	REX Awards	Pharmacy	Health	Beauty	Consumables	General Merchandise	Webinars	Shows
January 2021 Ad close: 12/4 Material Due: 12/14	Looking to a New Year and New Opportunities	Natural Products	Pharmacy Technology & Automation State of Retail	Cough Cold Report Allergy Report Immunity & Wellness CBD Report	Trends in Skin, Bath & Cosmetics Beauty Supplement Report	Tobacco & eCigs Candy	Greeting Cards		ECRM Cosmetics, Skin & Bath - Jan 11 -15 ECRM Branded Rx and Vaccine - Jan 12 - 15 ECRM Generics Rx - Jan 19 - 22
February 2021 Ad close: 1/15 Material Due: 1/25	McKesson Profile	Private Label	Generic Drug Report Chronic Care Patient Management Diabetes Report	Analgesics Report Sleep Report Feminine Hygiene Vitamins/ Nutritional Products CBD Report	Winter skin: anti-aging and hydration report	Snack & Beverage	As seen on TV Pet Supplies	Sustainability Webinar	ECRM Cough, Cold Allergy - Feb 1 - 5 ECRM Hemp/CBD Health & Beauty - Feb 1 - 5
March 2021 Ad close: 2/11 Material Due: 2/22	Regional Chains Making a Difference	OTC	Industry Issues Summit Recap	Top Trends in OTC Homeopathic Report Foot Care Oral Care CBD Report	Men's Grooming Color Cosmetics Report	Energy Products	Housewares		

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April 2021 Ad close: 3/19 Material Due: 3/29	Top Retailers: Who are the Biggest and the Best	Generics	State of the Pharmacy Industry	Sexual Wellness Report Durable Medical Equipment Foot Care CBD Report	Beauty Roundtable: Adjustment to New Normal	Top Trends in Food	Office Supplies Home/Gift		NACDS Annual
May 2021 Ad close: 4/19 Material Due: 4/27		Pharmacy	Supermarket Pharmacy Report	Eye & Ear Report CBD Report Vitamins/ Health Products CBD Report	Innovations in Packaging Beauty and Social Media	Candy Report	Greeting Cards		
June 2021 Ad close: 5/14 Material Due: 5/24	HR: Hiring The Right Employees	General Merchandise	Tech & Automation Vaccine Report	Digestive Report CBD Report	Hair Care; Multicultural Minority Owned Beauty Brands; CBD Beauty	Beverage Report: Sports Drinks	Batteries As Seen On TV		ECRM Skin, Bath, Cosmetic & Natural - June 6 -10 ECRM Hair & Multicultural - June 7 -10 ECRM Branded & Vaccine - June 6 - 9 ECRM Generics - June 8 - 11

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July 2021 Ad close: 6/18 Material Due: 6/28	Food & Non-Food Safety Issue		Generics Industry: Company Profiles	Lice Report Incontinence Women's health Report CBD Report	Beauty Trends: Virtual Roundtable	Breakfast Foods	Consumer Electronics		ECRM Sun Care - July 11 - 14 ECRM Personal Care, Oral, Travel - July 12 - 14 ECRM Baby & Infant - July 11 - 13
August 2021 Ad close: 7/17 Material Due: 7/27	Hot Cities: The Nation's Best Retail Markets		Top Trends in Pharmacy	Top Trends in Health & Wellness First Aid Report CDB Report CBD Report	Sun Care Personal Care Men's Grooming	Top Trends in Consumables	Top Trends in GM Pet Supplies		ECRM Hemp/CBD Health & Beauty - Aug 1- 5 ECRM Health Care - Aug 2 - 5 NACDS Total Store Expo
September 2021 Ad close: 8/20 Material Due: 8/30		Beauty	Specialty Pharmacy Report	Vitamins & Supplements Report Homeopathic Report Foot Care Report CBD Report	Natural & Clean Beauty Beauty Executives to Watch	Organic Products Pet Food Tobacco/eCigs Wine/Alcohol	Home/Office Report		ECRM Home Health & Diabetes - Sept 20 - 23

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October 2021 Ad close: 9/20 Material Due: 9/28	DSN Retailer of the Year		Pharmacy Technology & Automation	Diabetes & Diagnostic Equipment CBD Report	Hair Care, Hair Accessories, Hair Appliances Beauty and Technology	Candy	Cleaning Products		
November 2021 Ad close: 10/18 Material Due: 10/26	Top Women in Health, Wellness & Beauty Private Label Report	Multicultural Beauty	Generic Drug Report	OTC Trends Report Diet & Supplement Report CBD Report	Beauty Brands with a Purpose	Beverages	Greetings Cards		ECRM Pharmacy Tech & Automation - Nov 8 - 10
December 2021 Ad close: 11/18 Material Due: 11/30	Pharmacy Innovator Award	Skin Care	Pharmacy Innovator Award	Digital Health, Connected Fitness Cardiovascular Health CBD Report	Drug Store Beauty Awards: brands making waves in drugstore cosmetics, skin, hair and nail.	Healthy Snacks	Batteries/ Electronics		

DSN INSIDE BEAUTY

2021 Editorial Calendar

January

Trends in Skin, Bath
& Cosmetics

Beauty Supplement
Report

February

Winter Skin:
Anti-aging and
Hydration Report

March

Men's Grooming

Color Cosmetics
Report

April

Beauty Roundtable:
Adjustments to the
New Normal

May

Innovations in
Packaging

Beauty and Social
Media

June

Hair Care: Multicultural
CBD Beauty

Minority-Owned Beauty

July

Sun Care

Personal Care

Men's Grooming

August

Beauty Trends:
Virtual Round Table

September

Natural & Clean
Beauty

Beauty Executives to
Watch

October

Haircare: Accessories
& Appliances

Beauty & Technology

November

Beauty Brands With a
Purpose

Nail Care Report

December

Beauty Care: Eye &
Lip Report

AD SPECS & REQUIREMENTS

MECHANICAL INFORMATION

Trim Size: 9" x 10-3/4" Printing: Body forms and covers heat-set web offset

ADVERTISING SPACE SIZES INCHES

(width x depth)

Trim Size	9" x 10-3/4"
Full Page Bleed*	9-1/4" x 11"
Bleed 2-Page Spread*	18-1/4" x 11"
Non-Bleed Full Page	8-1/4" x 10"
1/2 Page (horiz.)	8" x 4-3/4"
1/3 Page (vert.)	2-1/2" x 9"

***LIVE MATTER:** To avoid trim violations, bring all important illustrations and/or type matter 3/8" in from dimensions above.

Keep all trim marks/registration marks/color bars outside of ad/bleed area.

AD MATERIALS

High Resolution PDF-X1a files with fonts and images embedded.

ALL COLORS MUST BE IN CMYK. RGB and SPOT COLORS are NOT PERMITTED.

Images must be HIGH RESOLUTION SWOP Compliant with a minimum resolution of 300 dpi.

PRODUCTION CONTACT INFORMATION

Jackie Batson
224-632-8183
jbatson@ensembleiq.com

CERTIFIED COLOR PRESS PROOF

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only.

PRODUCTION CHARGES

Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

MATERIAL STORAGE

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

INSERTS & GATEFOLDS

Please contact production manager for details and specs.

TO UPLOAD YOUR AD FILE USING OUR PORTAL

This ad portal will provide an environment where you can:

- Post your advertisements that will appear in the magazines
- Pre-flight your ad immediately to determine if there are any problems which could cause issues on press
- Provide accurate naming of your ad so our Production Manager will know the correct ad to run in each issue.
- Upload your ad PDF to the Send My Ad portal and portal will notify the Production Manager when your ad has been uploaded and approved.

The login for the ad portal is:

<https://ensembleiq.sendmyad.com/>

When you log in, you will be prompted to create your account. Then you will be provided with step-by-step instructions.



Solving Big Problems, Inspiring Bold Ideas

EnsembleIQ is a premier business intelligence resource that believes in **Solving Big Problems** and **Inspiring Bold Ideas**. Our brands work in harmony to inform, connect, and provide predictive analysis for retailers, consumer goods manufacturers, technology vendors, marketing agencies and service providers.

EnsembleIQ's integrated suite of solutions-based, total-market resources give you all the tools you need to achieve a strategic market advantage, giving you the insights, positioning, focus, and access, along with a team of dedicated strategic consultants to help you bring it all to life.



Magazines | Events | Digital Media Solutions | Research | Custom Content

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