

## 2021 EDITORIAL CALENDAR

	Cover Story	REX Awards	Pharmacy	Health	Beauty	Consumables	General Merchandise	Webinars	Shows
<b>January 2021</b> <b>Ad close: 12/4</b> <b>Material Due: 12/14</b>	Looking to a New Year and New Opportunities	Natural Products	Pharmacy Technology & Automation State of Retail Pharmacy	Cough Cold 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
<b>February 2021</b> <b>Ad close: 1/15</b> <b>Material Due: 1/25</b>	McKesson Profile	Private Label	Generic Drug Report Chronic Care Patient Management Diabetes Report	Analgesics; 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
<b>March 2021</b> <b>Ad close: 2/11</b> <b>Material Due: 2/22</b>	Regional Chains Making a Difference	OTC	Industry Issues Summit Recap	Top Trends in OTC Homeopathic Report Oral Care; CBD Report	Men's Grooming Color Cosmetics Report	Energy Products	Housewares		

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<b>April 2021</b> <b>Ad close: 3/19</b> <b>Material Due: 3/29</b>	Top Retailers: Profiles	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
<b>May 2021</b> <b>Ad close: 4/19</b> <b>Material Due: 4/27</b>		Pharmacy	Supermarket Pharmacy Report	Eye & Ear Report Vitamins/ Health Products CBD Report	Innovations in Packaging Beauty and Social Media	Candy Report	Greeting Cards		
<b>June 2021</b> <b>Ad close: 5/14</b> <b>Material Due: 5/24</b>	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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<p><b>July 2021</b> Ad close: 6/18 Material Due: 6/28</p>	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
<p><b>August 2021</b> Ad close: 7/17 Material Due: 7/27</p>	Hot Cities: The Nation's Best Retail Markets		Top Trends in Pharmacy	Top Trends in Health & Wellness First Aid 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
<p><b>September 2021</b> Ad close: 8/20 Material Due: 8/30</p>		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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<b>October 2021</b> <b>Ad close: 9/20</b> <b>Material Due: 9/28</b>	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		
<b>November 2021</b> <b>Ad close: 10/18</b> <b>Material Due: 10/26</b>	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
<b>December 2021</b> <b>Ad close: 11/18</b> <b>Material Due: 11/30</b>	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





# 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.



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# CONTACT YOUR REP TODAY

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**John Kenlon**  
Senior Vice President  
516-650-2064  
jkenlon@drugstorenews.com

**Alex Tomas**  
Area Manager  
212-756-5155  
atomas@drugstorenews.com

**Delaney Renker**  
Beauty Marketing Manager  
616-644-4495  
drenker@ensembleiq.com

**Steve Werner**  
Area Manager  
847-991-1548  
swerner@drugstorenews.com



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