

2012 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FOCUS	SPACE CLOSE	MATERIALS DUE
<i>January 1 & 15</i>	• <i>Top 25 U.S. Spirits</i>	<i>December 30</i>	<i>January 4</i>
<i>February 1 & 15</i>	• <i>Top 100 Spirit Brands Worldwide</i>	<i>February 2</i>	<i>February 6</i>
March 1 & 15 <i>(Impact Seminar 3/22)</i>	• Hot Brands • Top 100 By Value	<i>March 1</i>	<i>March 5</i>
April 1 & 15 <i>(WSWA 4/2-5)</i>	• Top 10 Spirits & Wine Distributors • U.S. On-Premise Overview	<i>March 13</i>	<i>March 16</i>
May 1	•Tequila Report •Spring New Product Update	April 13	April 16
May 15 <i>(NABCA 5/19-23)</i>	• Imported Vodka Spotlight • Imported Wine Report • Control State Update	May 2	May 4
<i>June 1 & 15</i>	• <i>Champagne/Sparkling Wine</i> • <i>High-End California Wine Report</i> • <i>Flavored Whiskey</i>	<i>May 21</i>	<i>May 30</i>
July 1	•Rum •U.S. Beer •RTDs	June 13	June 15
July 15	•Global vodka market •Poland/Central Europe overview •Premix Cocktails	July 2	July 5
<i>August 1 & 15</i>	• <i>China overview: Spirits, Wine, Beer</i> • <i>Small-batch/Craft Spirits</i>	<i>July 25</i>	<i>July 27</i>
<i>September 1 & 15</i>	• <i>Top Spirits Companies</i> • <i>Hot Prospects</i>	<i>August 29</i>	<i>August 30</i>
October 1 & 15 <i>(NBWA 10/14-17)</i>	• World Beer Report • Top U.S. Beer Wholesalers • Blue Chip Brands	<i>September 21</i>	<i>September 24</i>
November 1 <i>(TFWA 10/21-26)</i>	• Travel Retail Report-Pricing, Top Sellers • Scotch/Single Malt • Cognac Update	<i>October 3</i>	<i>October 5</i>
November 15	•Bourbon •Irish Whiskey	October 30	November 1
December 1	•Gin •Washington Wine Report	November 20	November 22
December 15	•Liqueurs Market •Winter New Product Update	December 4	December 6

- Issues in italics are double-issues
- Issues in bold feature bonus distribution at trade shows