

2012 Edit Calendar

Issue Date	Ad Close/ Materials Due	Special Reports	Pharmacy	OTC/Natural Health	Personal & Beauty Care	General Merchandise	Consumables	Industry Shows/Drug Store News Events		
January 9	Dec 6/ Dec 8	The Regional Report: Top Regional Rx Operators	Heart Health Rx Technology	BUYin: Diet/ Weight Loss SELLthru: VMS	BUYin: Hair SELLthru: Fragrance	BUYin: Pet Care SELLthru: House- hold Cleaning	BUYin: Bever- ages SELLthru: Snacks	ECRM Branded Rx ECRM Diet, Vitamins & Sports Nutrition		
January 30	Jan 5/ Jan 6	Visionary Merchants Made in America	Generic Drugs	BUYin: DME/ Diabetes SELLthru: Diet/ Weight Loss	BUYin: Cosmetics/ Fragrance/Bath SELLthru: Skin Care	BUYin: Photo/ Batteries SELLthru: Toy & Games/Crafts	BUYin: Candy SELLthru: Gum	NACDS Regional GPha Feb. 5 - 7 ECRM Generics ECRM Cosmetics & Fragrance		
February 27	Jan 31/ Feb 2	The Walgreens Report Dollar Store Value	Rx Supply Chain	BUYin: Cough/ Cold/Allergy SELLthru: Home- opathy	BUYin: Prestige Beauty SELLthru: Men's Grooming	BUYin: As Seen on TV SELLthru: Greet- ing Cards	BUYin: Cereal SELLthru: Snack/Meal Bars	ECRM Cough/Cold & Allergy Feb. 26 - Mar. 1		
March 12	Feb 14/ Feb 16	The Supermarket Pharmacy Report The Social Media Report	Diabetes Vaccines	BUYin: First Aid/ External Pain Relief SELLthru: Allergy/ Digestives/Cough /Cold	BUYin: Oral Care SELLthru: Anti-Age	BUYin: Electronics SELLthru: Bat- teries	BUYin: Ethnic Foods SELLthru: Snacks	CHPA ECRM Home Healthcare Mar. 25 - 28		
April 2	Mar 6/ Mar 8	SUPPLIER SHOWCASE	Supplier Showcase							
April 23	Mar 27/ Mar 29	ANNUAL REPORT PART 1: Top Players in Retail Pharmacy ON-SITE: NACDS ANNUAL DAILIES	Strategic Category Reviews						NACDS Annual Meeting, 4/21-4/24 8th Annual Armada Summit	
May 21	April 25/ April 27	ANNUAL REPORT PART 2: Niche Brand Report 2012/Master Brokers Report	Rx Compliance & Adherence Rx Tech & Automation	Niche Brands						ECRM Rx Services, Tech & Automation ECRM Reducing Health- care Costs Through Adherence
June 25	May 29/ May 31	ANNUAL REPORT PART 3: NACDS Marketplace Issue DSN INNOVIES - The most innovative products of the year - Retailer Choice ON-SITE: NACDS MARKETPLACE DAILIES	Top Category Trends						NACDS Marketplace, 6/23-6/26 ANNUAL DSN MARKETPLACE PARTY -by invitation only ECRM Suncare	

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July 23	June 26/ June 28	Top Wholesale Report	E-Prescribing	BUYin: VMS SELLthru: First Aid	BUYin: Sun Care SELLthru: Hair Removal	BUYin: Household Cleaning SELLthru: Photo	BUYin: Healthy Foods SELLthru: Beer	Retail Clinician Education Congress
August 6	July 10/ July 12	Rite Aid Profile	Specialty RX	BUYin: Sexual Wellness SELLthru: Allergy	BUYin: Personal Care/Baby SELLthru: Oral Care	BUYin: Impulse Merch. SELLthru: Electronics & Accessories	BUYin: Pantry/Grocery SELLthru: Cereal	ECRM Personal Care, Oral, Baby 5th Annual Retail Clinician Education Congress
August 27	July 31/ Aug 2	Rx ANNUAL REPORT: NACDS Pharmacy Issue-Inside Community Pharmacy... ALL OF IT	Rx Annual Report	BUYin: Digestives SELLthru: Pain Relief; External/Internal	BUYin: Skin/Hair SELLthru: Sun Care	BUYin: School/Home Office SELLthru: Pet Care	BUYin: Snacks SELLthru: Functional/Sports & Energy Drinks	NACDS Pharmacy & Tech Conf., 8/25-8/28 ECRM Healthcare
Annual Disease State Report								
September 17	Aug 21/ Aug 23	Generics Special Report	Generic Drugs	BUYin: Foot Care SELLthru: Homeopathic Remedies/ Pediculicides (lice)	BUYin: Oral Care SELLthru: Hair Care	BUYin: Home/Kitchen Accessories SELLthru: As Seen on TV	BUYin: Candy SELLthru: Back-to-School	
October 15	Sept 18/ Sept 20	CVS Caremark Profile	Diabetes Vaccines	BUYin: Diabetes SELLthru: Diagnostics	BUYin: Nail Care SELLthru: Bath and Body	BUYin: Eco-Friendly Merchandise SELLthru: Shoe care	BUYin: Beverages SELLthru: Frozen Food	ECRM Diabetes
November 5	Oct 9/ Oct 11	The Independent Report: Top Independent Pharmacy Operators	Rx Technology & Automation	BUYin: Diet/Sports Nutrition SELLthru: VMS	BUYin: Spring Cosmetics SELLthru: Fall Cosmetics	BUYin: Photo SELLthru: Candles/ Home Fragrance	BUYin: Pantry/ Grocery SELLthru: Seasonal Candy	
November 19	Oct 23/ Oct 25	Generics Special Report	Generic Drugs	BUYin: Digestives SELLthru: Sexual Wellness	BUYin: Men's Grooming SELLthru: Skin Care	BUYin: Toys & Games/Craft SELLthru: School/ Home Office	BUYin: Snacks SELLthru: Pantry	
December 10	Nov 13/ Nov 15	Walmart Profile	Rx Technology & Automation	BUYin: Homeopathy SELLthru: Digestives	BUYin: Ethnic Beauty SELLthru: Gift Sets	BUYin: Greeting Cards SELLthru: Batteries	BUYin: Frozen Food SELLthru: Beverages	14th Annual DSN Industry Issues Conference -Diabetes Leadership Forum -Health, Wellness and Tech -Industry Issues Summit -Specialty Pharmacy Leadership Summit