

# 2019 DRUG STORE NEWS EDITORIAL CALENDAR

	FRONT OF BOOK	REX AWARDS	PHARMACY	BEAUTY	HEALTH	CONSUMABLES	GENERAL MERCHANDISE	EQUIPMENT/ TECHNOLOGY	ECRM HOT PRODUCTS	SHOWS
<b>JANUARY</b> Ad Close: 12/4/18 Material Due: 12/11/18	The State of the Industry	Natural Products	<ul style="list-style-type: none"> <li>State of Retail Pharmacy</li> <li>Pharmacy Technology</li> </ul>	<ul style="list-style-type: none"> <li>Top Brands, Razor, Skincare</li> <li>Focus on Brands in the Inside Beauty Sample Box</li> <li>Oral Care</li> </ul>	<ul style="list-style-type: none"> <li>What's up with Cough Cold</li> <li>Allergy</li> <li>Flu Report</li> <li>Vitamins/Nutritional Products</li> <li>Baby Care</li> </ul>	<ul style="list-style-type: none"> <li>Tobacco/ecigs</li> <li>Candy</li> </ul>	<ul style="list-style-type: none"> <li>Greeting Cards, As Seen on TV</li> <li>Housewares</li> </ul>	Best Designs		FMI Mid-Winter Retail Pharmacy Retail Pharmacy - Branded Rx & Vaccine EPPS, Jan. 6-9 Cosmetics, Fragrance & Bath EPPS, Jan. 13-17 Cough, Cold, Preventative & Allergy, Jan. 27-30
<b>FEBRUARY</b> Ad Close: 1/8/19 Material Due: 1/15/19	Mckesson Profile	Private Label	<ul style="list-style-type: none"> <li>Generic Report</li> <li>Chronic Care Patient Management Recap</li> <li>Diabetes Report</li> </ul>	<ul style="list-style-type: none"> <li>Natural/Organic</li> <li>Hair Care</li> <li>ECRM January-Beauty Week Recap</li> </ul>	<ul style="list-style-type: none"> <li>Feminine Hygiene</li> <li>Foot Care</li> <li>Durable Medical Equipment</li> <li>Analgesics Report &amp; Sleep Report</li> </ul>	<ul style="list-style-type: none"> <li>Snacks</li> <li>Wine/alcohol</li> </ul>	Pet Supplies	Pharmacy Fixtures		NACDS Regional, Feb. 3-5 Home Health & Caregiver Solutions, Feb.10-13 Retail Pharmacy - Generic Rx, Feb. 24-27
<b>MARCH</b> Ad Close: 2/12/19 Material Due: 2/19/19	<ul style="list-style-type: none"> <li>View from the Top</li> <li>Small Chains Making a Difference</li> </ul>	OTC	<ul style="list-style-type: none"> <li>Pharmacy Report</li> <li>Issue Summit Recap Report</li> </ul>	<ul style="list-style-type: none"> <li>Men's Grooming</li> <li>Bath Products</li> <li>Facial Care Trend Report</li> </ul>	<ul style="list-style-type: none"> <li>Top Trends: OTC</li> <li>Homeopathic</li> </ul>	<ul style="list-style-type: none"> <li>Energy Product</li> <li>Marketing to Kids</li> </ul>	Housewares		<ul style="list-style-type: none"> <li>Cosmetics and Bath</li> <li>Cough Cold Allergy</li> </ul>	CHPA 2019 Annual Executive Conference, Mar. 17-20 Weight Management, Sports Nutrition, Vitamin & Hemp Solutions, Mar. 31-Apr. 3 Store Brand Health & Beauty Care, Apr. 7-10
<b>APRIL</b> Ad Close: 3/26/19 Material Due: 3/29/19	Annual Retail Report: Top Retail Markets	Generics	Best Pharmacy Colleges	<ul style="list-style-type: none"> <li>Top Trends and Influencers in Beauty</li> <li>Sun Care</li> <li>Cosmetics</li> </ul>	<ul style="list-style-type: none"> <li>Contraceptive/ Sexual Wellness</li> <li>Adult Incontinence</li> </ul>	Top Trends in Food	Office Supplies Home/Gift		NACDS Annual Conference	NACDS Annual, Apr. 27-30
<b>ANNUAL SHOW DAILY</b> Ad Close: 3/27/19 Material Due: 3/30/19	Beauty Data Dive - IRI									
<b>MAY</b> Ad Close: 4/30/19 Material Due: 5/2/19	Emerging Brands Report		Supermarkets	<ul style="list-style-type: none"> <li>Multicultural</li> <li>Skin Care</li> <li>Bath</li> </ul>	<ul style="list-style-type: none"> <li>Ear Care</li> <li>Sleep Aids</li> </ul>	Candy Report	Greeting Cards	The Back Room	<ul style="list-style-type: none"> <li>CBD</li> <li>Vitamins</li> </ul>	Sweets and Snacks Expo, May 21-23 Skin, Bath, Cosmetics & Natural Beauty, Jun. 2-6 Hair Care & Multicultural Hair, Jun. 3-6
<b>JUNE</b> Ad Close: 6/11/19 Material Due: 6/14/19	The Labor Challenge	General Merchandise	<ul style="list-style-type: none"> <li>Tech and Automation</li> <li>Vaccines</li> </ul>	<ul style="list-style-type: none"> <li>Annual Beauty Report</li> <li>Eye and Lip trends</li> </ul>	<ul style="list-style-type: none"> <li>Diabetes</li> <li>Eye Care</li> <li>Digestives</li> </ul>	<ul style="list-style-type: none"> <li>Sport Drinks</li> <li>Front End</li> </ul>	<ul style="list-style-type: none"> <li>Batteries</li> <li>As Seen on TV</li> </ul>		<ul style="list-style-type: none"> <li>Skin</li> <li>Bath</li> <li>Hair Care</li> <li>Multicultural</li> </ul>	GMDC

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<b>JULY</b> Ad Close: 6/18/19 Material Due: 6/21/19	The Food/Nonfood Safety Issue	Candy and Snack	<ul style="list-style-type: none"> <li>• State of Industry</li> <li>• Generic Profiles</li> </ul>	<ul style="list-style-type: none"> <li>• Beauty Virtual Roundtable &amp; June ECRM Wrap Up</li> <li>• Deodorant and Fragrance</li> <li>• Oral Care</li> <li>• Sun Care</li> </ul>	<ul style="list-style-type: none"> <li>• Lice</li> <li>• Hearing Aid</li> <li>• Adult Incontinence</li> <li>• Women's Health &amp; Wellness</li> </ul>	<ul style="list-style-type: none"> <li>• Cereal</li> <li>• Halloween Report</li> </ul>	<ul style="list-style-type: none"> <li>• Apparel</li> <li>• Greeting Card</li> <li>• Front End GM Story</li> </ul>	Store Fixtures		Sun Care, July 14-17 Personal Care, Grooming, Oral & Travel/ Trial, July 15-17 Baby & Infant, July 14-16
<b>AUGUST</b> Ad Close: 7/30/19 Material Due: 8/2/19	<ul style="list-style-type: none"> <li>• Surveying the Industry</li> <li>• TSE - Best of the Best</li> </ul>		<ul style="list-style-type: none"> <li>• Top Trends in Pharmacy</li> <li>• Generics</li> </ul>	<ul style="list-style-type: none"> <li>• Top Trends in Beauty</li> <li>• Beauty Q&amp;A's</li> </ul>	<ul style="list-style-type: none"> <li>• Top Trends in Health</li> <li>• Vitamins/Nutritional Products</li> <li>• First Aid Products</li> <li>• Feminine Hygiene</li> </ul>	Top Trends in Consumables	<ul style="list-style-type: none"> <li>• Top Trends in General Merchandise</li> <li>• Pet Supplies</li> </ul>		<ul style="list-style-type: none"> <li>• Sun Care</li> <li>• Oral</li> <li>• Personal Care</li> </ul>	
<b>TSE SHOW DAILY</b> Ad Close: 8/1/19 Material Due: 8/5/19	Beauty Data Dive Part 2 - IRI									
<b>SEPTEMBER</b> Ad Close: 9/3/19 Material Due: 9/6/19	The Digital Report: How are Traditional Retailers Faring in This Epic Battle	Beauty	<ul style="list-style-type: none"> <li>• Specialty</li> <li>• Technology and Automation</li> </ul>	<ul style="list-style-type: none"> <li>• Cosmetics</li> <li>• Men's Grooming</li> </ul>	<ul style="list-style-type: none"> <li>• Natural Products</li> <li>• Sexual Wellness</li> <li>• Foot Care</li> <li>• Homeopathy</li> <li>• Vitamin Report</li> </ul>	<ul style="list-style-type: none"> <li>• Organic Products</li> <li>• Pet Food</li> <li>• Tobacco/ecigs</li> <li>• Wine/Alcohol</li> </ul>	<ul style="list-style-type: none"> <li>• Holiday GM</li> <li>• Light Bulbs</li> </ul>	What's New in Equipment		Vitamin, Weight Management & Sports Nutrition, Sept. 22-26 Diabetes/Clinical Programs, Chronic Care Management & Adherence Solutions, Oct. 2-4 GMDC AND The NACS Show®
<b>OCTOBER</b> Ad Close: 9/24/19 Material Due: 10/1/19	Retailer of the Year	Pharmacy Tech	Setting up the Pharmacy	<ul style="list-style-type: none"> <li>• Oral Care</li> <li>• Marketing to Millennials</li> </ul>	<ul style="list-style-type: none"> <li>• Diagnostics</li> <li>• Diabetes</li> </ul>	<ul style="list-style-type: none"> <li>• Candy</li> <li>• Snacks</li> <li>• Breakfast Food</li> <li>• Energy Products</li> </ul>	<ul style="list-style-type: none"> <li>• Books/ Magazines</li> <li>• Cleaning Products</li> </ul>		<ul style="list-style-type: none"> <li>• Vitamin</li> <li>• Diabetes</li> </ul>	
<b>NOVEMBER</b> Ad Close: 9/12/19 Material Due: 9/15/19	Private Label Report	Multicultural Beauty	<ul style="list-style-type: none"> <li>• Generic Company Q&amp;A</li> <li>• Technology &amp; Automation Report</li> </ul>	<ul style="list-style-type: none"> <li>• Multicultural</li> <li>• Deodorant and Fragrance</li> </ul>	<ul style="list-style-type: none"> <li>• Women's Health Report</li> <li>• Weight Control</li> <li>• Eye Care</li> <li>• Ear Care</li> </ul>	Beverages	<ul style="list-style-type: none"> <li>• Greeting Cards</li> <li>• Reading Glasses</li> </ul>	Fitting It All on the Shelves		PLMA
<b>DECEMBER</b> Ad Close: 12/10/19 Material Due: 12/13/19	<ul style="list-style-type: none"> <li>• Pharmacy Innovator Awards</li> <li>• The Best of the Best Products for 2018 and Beyond</li> </ul>	Skin Care	Pharmacy Innovator Awards	<ul style="list-style-type: none"> <li>• Beauty Brands Ranking Report</li> <li>• Trends in Natural Beauty</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Health Wearables</li> <li>• Cardiovascular Health</li> </ul>	<ul style="list-style-type: none"> <li>• Healthy Snacks</li> <li>• Coffee and Tea</li> </ul>				