

Issue	Special Features & Editorial Highlights*	Bonus Distribution	Ad Close Date	Materials Due	Publication Date
January	<ul style="list-style-type: none"> ▪ RESEARCH: 2012 Trends Survey & Report ▪ CHANNEL/CATEGORY FOCUS: Consumer Electronics/Durables ▪ MANAGEMENT: Building a Digital Shopper Marketing Capability 		Nov. 15, 2011	Nov. 22, 2011	Dec. 22, 2011
February	<ul style="list-style-type: none"> ▪ PROFILES: Hall of Fame Q&A #1 ▪ DIGITAL: Apps – Vital, Obligatory or Unnecessary? ▪ GALLERY: GlobalShop/OMA Preview 	StratConn - Insights: Feb. 7-8	Dec. 15, 2011	Dec. 22, 2011	Jan. 23, 2012
March	<ul style="list-style-type: none"> ▪ PROFILES: Hall of Fame Q&A #2 ▪ CHANNEL/CATEGORY FOCUS: Vendor Shops/Apparel ▪ RESEARCH: Turning Insights into Activation 	GlobalShop: Feb. 29-March 2 StratConn – Path to Purchase: March 20-21	Jan. 16	Jan. 23	Feb. 24
April	<ul style="list-style-type: none"> ▪ PROFILES: Hall of Fame Q&A #3 ▪ DIGITAL: Brand Ambassadors/Word of Mouth ▪ MANAGEMENT: Learning from Mistakes 	Shopper Marketing Summit: April 16-18	Feb. 15	Feb. 22	Mar. 23
May	<ul style="list-style-type: none"> ▪ MANAGEMENT: Chain Platforms/Promotions – Worth Your Effort? ▪ CHANNEL/CATEGORY FOCUS: Walmart ▪ GALLERY: OMA Displays of the Year 		Mar. 15	Mar. 22	Apr. 24
June	<ul style="list-style-type: none"> ▪ PROFILES: Who's Who in Merchandising ▪ DIGITAL: Sampling, Couponing, Loyalty ▪ GALLERY: Shopper Marketing Effies 	League of Leaders: June 18-20	Apr. 16	Apr. 23	May 25
July	<ul style="list-style-type: none"> ▪ PROFILES: Who's Who in Shopper Marketing Agencies ▪ RESEARCH: The Overwhelmed Shopper ▪ CHANNEL/CATEGORY FOCUS: Global Retailing Trends 		May 15	May 22	June 25
August	<ul style="list-style-type: none"> ▪ MANAGEMENT: Collaborating/Aligning P2P Touchpoints ▪ DIGITAL: The SoLoMo Shopper ▪ RESEARCH: Behavioral Science In-Store 		June 15	June 22	July 24
September	<ul style="list-style-type: none"> ▪ PROFILES: Who's Who in Shopper Marketing ▪ CHANNEL/CATEGORY FOCUS: Tier Two/Regional Chains ▪ GALLERY: Featured Exhibitors @ the Shopper Marketing Expo 		July 16	July 23	Aug. 24
October	<ul style="list-style-type: none"> ▪ RESEARCH: Online Display Ads ▪ DIGITAL: Social Buying & CPGs ▪ GALLERY: Design of the Times Preview/The 4 C's 	Shopper Marketing Expo: Oct. 17-18	Aug. 15	Aug. 22	Sep. 24
November	<ul style="list-style-type: none"> ▪ PROFILES: People to Watch ▪ CHANNEL/CATEGORY FOCUS: Beer, Wine & Spirits ▪ GALLERY: Design of the Times Gold Winners 	StratConn – Strategic Resources: Nov. 14-15	Sep. 17	Sep. 24	Oct. 24
December	<ul style="list-style-type: none"> ▪ PROFILES: Who's Who in Shopper Insights ▪ DIGITAL: In-Store Technologies ▪ GALLERY: Design of the Times Platinum Winners/Campaigns of the Year 	League of Leaders: Dec. 3-5	Oct. 15	Oct. 22	Nov. 20

*Note: Editorial topics/features/highlights are subject to change at any time.