

Issue	Spotlight	People	Activation Gallery	Guides ⁺	Wall Charts/ Apps ⁺⁺	Bonus Distribution	Deadline
January	• 2017 Trends Report & Survey		• Halloween review	• Digital Shopper Marketing Providers		• League of Leaders (Jan. 23-25)	Closing Date: 11/15/16 Materials Deadline: 11/22/16 Mail Date: 12/23/16
February		• Who's Who in Merchandising	• Holiday review	• P-O-P Design & Manufacturing Firms		• Forum of Merchandising Executives (Feb. 7-8)	Closing Date: 12/15/16 Materials Deadline: 12/22/16 Mail Date: 1/24/17
MARCH: SHOPPER MARKETING SUMMIT ISSUE							
March	• Shopper Marketing Hall of Fame #1 • OMA Preview • Summit Keynoters		• Cough & Cold review		• 2017 Trends Insert	• Shopper Marketing Summit, NYC (March 27-29)	Closing Date: 1/16/17 Materials Deadline: 1/23/17 Mail Date: 2/22/17
APRIL: GLOBALSHOP ISSUE							
April	• Shopper Marketing Hall of Fame #2 • The Digital Shelf	• Who's Who in Shopper Marketing Agencies	• Super Bowl review	• E-Commerce Guide <small>(inserted with: Shopper Marketing & Consumer Goods Technology)</small>	• Retail Seasonal Promotions Wall Chart	• GlobalShop (March 28-30) • NACDS (April 22-25)	Closing Date: 2/15/17 Materials Deadline: 2/22/17 Mail Date: 3/20/17
May	• Shopper Marketing Hall of Fame #3 • Working With Retailers		• March Madness review			• StratConn: Digital Shopper Marketing, Rosemont, IL (May 4-5)	Closing Date: 3/15/17 Materials Deadline: 3/22/17 Mail Date: 4/24/17
June	• Shopper Marketing EFFIE Winners	• Who's Who in Digital Shopper Marketing	• Private Label	• Digital Incentive Platforms		• League of Leaders (June 2017)	Closing Date: 4/14/17 Materials Deadline: 4/21/17 Mail Date: 5/24/17
July	• OMA Displays of the Year • Shopper Marketing for Home Improvement Channels		• P-O-P International		• Digital Shopper Marketing Wall Chart	• Forum of Merchandising Executives (July 2017)	Closing Date: 5/15/17 Materials Deadline: 5/22/17 Mail Date: 6/23/17
August	• Transparency in Retail	• Who's Who in Shopper Marketing	• Summer Promotion review				Closing Date: 6/15/17 Materials Deadline: 6/22/17 Mail Date: 7/24/17
September	• Design of the Times Preview • Editors' Choice • EXPO Keynoters	• People to Watch	• Clicks-to-Bricks	• Shopper Marketing Agencies	• Retail Promo Guide Wall Chart		Closing Date: 7/14/17 Materials Deadline: 7/21/17 Mail Date: 8/24/17
OCTOBER: PATH TO PURCHASE EXPO ISSUE							
October	• Everywhere Commerce		• Back to School review	• Brand Marketing & SM Organizations <small>(inserted with: Shopper Marketing, Progressive Grocer and Retail Leader)</small>	• Retail Digital Playbook Wall Chart	• Path to Purchase Expo, Rosemont, IL (Sept. 26-28)	Closing Date: 8/15/17 Materials Deadline: 8/22/17 Mail Date: 9/20/17
November	• Design of the Times Gold Awards		• "Store of the Future"	• Retail & Shopper Insights <small>(inserted with: Shopper Marketing & Consumer Goods Technology)</small>			Closing Date: 9/15/17 Materials Deadline: 9/22/17 Mail Date: 10/24/17
December	• Design of the Times Platinum Awards • Best of the Times Award	• Who's Who in E-commerce	• 2017 New Product Launches	• Providers of Retail Services <small>(inserted with: Shopper Marketing & Progressive Grocer)</small>	• Retail Receptivity Wall Chart		Closing Date: 10/16/17 Materials Deadline: 10/23/17 Mail Date: 11/27/17