

## 2011 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FOCUS	SPACE CLOSE	MATERIALS DUE
<i>January 1 &amp; 15</i>	<i>Top 25 U.S. Spirits; Marketers targeting female consumers</i>	<i>December 30</i>	<i>January 5</i>
<i>February 1 &amp; 15</i>	• <i>Top 100 Spirit Brands Worldwide</i>	<i>February 2</i>	<i>February 4</i>
<b>March 1 &amp; 15</b> <i>(Impact Seminar 3/24)</i>	<b>Hot Brand Awards; Top 100 By Value; Impact Seminar</b>	<i>March 3</i>	<i>March 7</i>
<b>April 1 &amp; 15</b> <i>(WSWA 4/10-13)</i>	• <i>Top 10 Spirits &amp; Wine Distributors</i> • <i>U.S. on-premise overview</i>	<i>March 21</i>	<i>March 23</i>
May 1	•Tequila report; U.K. overview: Spirits, Wine & Beer	April 14	April 18
<b>May 15</b> <i>(NABCA 5/11-15)</i>	•U.S. Market Report: Spirits, Wine & Beer; Imported Vodka spotlight; Control State update; Wholesalers roundtable	April 29	May 3
<b>June 1 &amp; 15</b> <i>(VinExpo 6/19-24)</i>	<i>Champagne/Sparkling Wine; Global Wine Market</i>	<i>May 25</i>	<i>May 27</i>
July 1	Rum; India market update: Spirits, Wine & Beer	June 16	June 20
July 15	Global Vodka market; Brazil market overview: Spirits, Wine & Beer; Cachaca	July 5	July 7
<i>August 1 &amp; 15</i>	<i>China overview: Spirits, Wine &amp; Beer</i> • <i>Southeast Asia report</i>	<i>July 28</i>	<i>August 1</i>
<b>September 1 &amp; 15</b> <i>(TFWA-9/18-23)</i>	<i>Travel Retail report—pricing, top sellers; Scotch/Single Malt; Cognac update</i>	<i>August 25</i>	<i>August 29</i>
<i>October 1 &amp; 15</i>	<i>Top Spirits Companies; Hot Prospect Brand Awards</i>	<i>September 19</i>	<i>September 21</i>
<b>November 1</b> <i>(NBWA 10/16-18)</i>	•World Beer Report; Top U.S. Beer Wholesalers <b>Blue Chip Brand Awards</b>	September 30	October 4
November 15	Bourbon; Irish whiskey	October 31	November 2
December 1	Gin; Russia market overview: Spirits, Wine & Beer	November 15	November 17
December 15	Liqueurs Market; France market update: Spirits, Wine & Beer	December 1	December 5

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