

2010 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FOCUS	SPACE CLOSE	MATERIALS DUE
<i>January 1 & 15</i>	<i>Top 25 U.S. Spirits</i>	<i>December 30</i>	<i>January 5</i>
<i>February 1 & 15</i>	<i>Top 100 Spirit Brands Worldwide</i>	<i>January 22</i>	<i>January 26</i>
March 1 & 15	Hot Brands; Top 100 By Value (Impact Seminar - Mar 25, 2010)	March 1	March 3
April 1 & 15	Top 10 Spirits & Wine Distributors; U.S. on-premise overview WSWA Convention (April 6-8, 2010)	March 16	March 18
May 1	Tequila report; Germany overview	April 13	April 14
May 15	U.S. Market: Spirits, Wine & Beer; Canada Report (London Wine Fair - May 18-20, 2010)	April 30	May 3
<i>June 1 & 15</i>	<i>Champagne/Sparkling Wine Global Wine Market</i>	<i>May 20</i>	<i>May 21</i>
July 1	Rum; Flavored spirits update	June 17	June 18
July 15	Vodka Market; South Africa overview	July 6	July 8
<i>August 1 & 15</i>	<i>China overview; California wine industry report; Australia wine industry</i>	<i>July 28</i>	<i>July 29</i>
<i>September 1 & 15</i>	<i>Top Spirits Companies; Hot Prospects</i>	<i>August 26</i>	<i>August 27</i>
October 1	World Beer Report; Top U.S. Beer Wholesalers; Blue Chip Brands NBWA Convention (October 3-6, 2010)	September 15	September 16
October 15 & November 1	Duty Free Pricing Report/ Top 10 Brands in travel retail; Scotch/Single Malt; Cognac update TFWA Convention	October 4	October 5
November 15	Bourbon; Irish whiskey	October 29	November 1
December 1	Gin; Spain overview	November 17	November 19
December 15	Liqueurs Market; Top global spirits brands - where they sell?	December 3	December 6

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