

2009 EDITORIAL CALENDAR

| ISSUE DATE | EDITORIAL FOCUS | SPACE CLOSE | MATERIALS DUE |
|-----------------------------------|---|--------------------|--------------------|
| <i>January 1 & 15</i> | <i>Top 25 U.S. Spirits</i> | <i>December 29</i> | <i>January 5</i> |
| <i>February 1 & 15</i> | <i>Top 100 Spirit Brands Worldwide</i> | <i>January 23</i> | <i>January 26</i> |
| March 1 & 15 | 2008 Hot Brands; Top 100 By Value Impact Marketing Seminar | February 18 | February 20 |
| April 1 | Tequila Report | March 13 | March 16 |
| April 15 & May 1 | Top 10 Spirits & Wine Distributors; U.S. on-premise overview WSWA Convention (April 25-28) | April 3 | April 6 |
| May 15 | U.S. Market Spirits, Wine & Beer; Mexico overview London Wine Fair | April 24 | April 27 |
| June 1 & 15 | Champagne/Sparkling Wine Global Wine Market Vinexpo | May 29 | June 2 |
| July 1 | Rum; India overview | June 19 | June 22 |
| July 15 | Vodka Market; Eastern/Central Europe review (beer); Cachaça category report | July 2 | July 6 |
| <i>August 1 & 15</i> | <i>China overview; Far East update</i> | <i>July 24</i> | <i>July 28</i> |
| September 1 & 15 | Hot Prospect Brands; World Beer Report; Top U.S. Beer Wholesalers NBWA Convention (September 22-25) | August 26 | August 28 |
| October 1 | Blue Chip Brand Awards—Spirits Wine & Beer; Top Spirits Companies; Russia | September 15 | September 17 |
| October 15/ November 1 | Duty Free Pricing Report; Cognac updates; Top 10 Brands in travel retail TAX FREE WORLD EXHIBITION, Cannes, France | October 5 | October 8 |
| November 15 | Scotch/Single Malt; Irish & Canadian Whiskey | October 28 | October 30 |
| December 1 | Gin, Bourbon category reports | November 16 | November 18 |
| December 15 | Liqueurs Market; Top Global Spirit Brands; Australia update | December 2 | December 4 |

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