

2012 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FOCUS	SPACE CLOSE	MATERIALS DUE
January 1 & 15	•Top 25 U.S. Spirits	December 30	January 4
February 1 & 15	•Top 100 Spirit Brands Worldwide	February 2	February 6
March 1 & 15 (Impact Seminar 3/22)	•Hot Brands •Top 100 By Value	March 1	March 5
April 1 & 15 (WSWA 4/2-5)	•Top 10 Spirits & Wine Distributors •U.S. On-Premise Overview	March 13	March 16
May 1	Tequila Report Spring New Product Update	April 13	April 16
May 15 (NABCA 5/19-23)	Imported Vodka SpotlightImported Wine ReportControl State Update	May 2	May 4
June 1 & 15	Champagne/Sparkling WineHigh-End California Wine ReportFlavored Whiskey	May 21	May 30
July 1	•Rum •U.S. Beer •RTDs	June 13	June 15
July 15	Global vodka marketPoland/Central Europe overviewPremix Cocktails	July 2	July 5
August 1 & 15	•China overview: Spirits, Wine, Beer •Small-batch/Craft Spirits	July 25	July 27
September 1 & 15	•Top Spirits Companies •Hot Prospects	August 29	August 30
October 1 & 15 (NBWA 10/14-17)	•World Beer Report •Top U.S. Beer Wholesalers •Blue Chip Brands	September 21	September 24
November 1 (TFWA 10/21-26)	•Travel Retail Report-Pricing, Top Sellers •Scotch/Single Malt •Cognac Update	October 3	October 5
November 15	•Bourbon •Irish Whiskey	October 30	November 1
December 1	•Gin •Washington Wine Report	November 20	November 22
December 15	Liqueurs Market Winter New Product Update	December 4	December 6

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