2021 NACS Magazine Editorial Calendar

NACS Magazine shares insightful analysis and unbiased leadership in every issue. With direct access to the leaders of the industry and legislators on Capitol Hill, we don’t just report the news, we make the news.

JANUARY
Ad close: 12/1/20
Materials due: 12/8/20
Trend Watch
• Health & beauty care: CBD wellness
• Interview: incoming 2020-21 NACS Chair Kevin Smartt
• Reward, recognize employees
Category Close-Up
• Other tobacco products
• Fluid milk; dairy

FEBRUARY
Ad close: 1/5/21
Materials due: 1/11/21
Trend Watch
• Rising importance of plant-based food
• U.S. convenience industry store count release
• Sustain rising star categories post-COVID
Category Close-Up
• Salty snacks

MARCH
Ad close: 2/1/21
Materials due: 2/8/21
Trend Watch
• Seasonal candy
• NACS Consumer Fuels Survey results
• Safety and security (inside and forecourt)
Category Close-Up
• Hot-dispensed beverages
• Liquor

APRIL
Ad close: 3/1/21
Materials due: 3/8/21
NACS State of the Industry Summit
Signet Ad Study
Trend Watch
• Ready-to-drink cocktails
• Loyalty
• The changing foodservice mix
Category Close-Up
• Ice cream/frozen novelties
• Alternative snacks

MAY
Ad close: 4/1/21
Materials due: 4/8/21
The Foodservice Issue
Trend Watch
• Microbrews
• Mastering foodservice innovation
• Food safety
Category Close-Up
• Food prepared onsite

JUNE
Ad close: 5/3/21
Materials due: 5/10/21
NACS Leadership Forum
Trend Watch
• Spiked seltzers
• NACS State of the Industry Summit coverage
• Mobile ordering and delivery
• CBD
Category Close-Up
• Beer
• Cold dispensed beverages

In every issue:
• Gas Station Gourmet and Ideas2Go (focusing on foodservice and new innovations)
• Cool New Products (the #1 read section)
• Inside Washington (the reason why 25% of our readers choose to read NACS Magazine only)

Contact your NACS Media sales rep today!
convenience.org/advertise
2021 NACS Magazine Editorial Calendar (continued)

**JULY**
Ad close: 6/1/21  
Materials due: 6/7/21

The Category Management Issue

Trend Watch  
- Coffee crossover: energy, RTD  
- Fastest growing subcategories  
- Forecourt technologies

Category Close-Up  
- Frozen dispensed beverages  
- Packaged beverages

**AUGUST**
Ad close: 7/1/21  
Materials due: 7/8/21

NACS Show First Glimpse  
Readex Ad Study

Trend Watch  
- Leveraging food offers for back-to-school  
- Store design  
- Evolving your tobacco offer

Category Close-Up  
- Packaged sweet snacks

**SEPTEMBER**
Ad close: 8/2/21  
Materials due: 8/9/21

Pre-NACS Show Issue

Trend Watch  
- Premium/Craft coffee  
- Foodservice equipment & technology  
- Snacking trends

Category Close-Up  
- General merchandise

**OCTOBER**
Ad close: 9/1/21  
Materials due: 9/8/21

NACS Show Issue

Trend Watch  
- Gum and mints  
- Tech tips to build, manage and measure your foodservice  
- Focus on flagship food items

Category Close-Up  
- Candy

**NOVEMBER**
Ad close: 10/4/21  
Materials due: 10/11/21

NACS Show Wrap-Up

Trend Watch  
- Meat snacks and jerky  
- Growing importance of AI  
- Car wash growth

Category Close-Up  
- Wine

**DECEMBER**
Ad close: 11/1/21  
Materials due: 11/8/21

Trend Watch  
- Delivery makes c-stores a destination  
- Healthy food options  
- Innovation as differentiator

Category Close-Up  
- Cigarettes

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foodservice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>★</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tobacco &amp; Vaping (cigarettes/OTP)</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Candy &amp; Gum</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>★</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snacks (sweet/salty/alternative)</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beverages (pkg/fountain/frozen)</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hot Dispensed Beverages</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HBC &amp; Wellness</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBD</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beer/Wine/Liquor/Adult Beverages</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operations &amp; Safety</td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NEW IN 2021: NACS COOL NEW PRODUCTS IN EVERY ISSUE!

Contact your NACS Media sales rep today.

**Stacey Dodge**  
Advertising Director  
Southeast  
(703) 518-4211  
sdodge@convenience.org

**Jennifer Nichols**  
National Advertising Manager  
Northeast  
(703) 518-4276  
jnichols@convenience.org

**Ted Asprooth**  
National Sales Manager  
West-Midwest  
(703) 518-4277  
tasprooth@convenience.org