

# 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.

New in 2021:



in every issue!



## 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)

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# 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

★ Category Close-Up or feature  
● Category covered

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

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

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