



AD CLOSING
MATERIALS DUE

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	12/1	1/9	2/9	3/9	4/9	5/8
	12/8	1/16	2/16	3/16	4/16	5/15
SPECIAL REPORT	Bottler Of The Year	Health & Wellness	Annual Beer Market Report	Annual Soft Drink Report	new Millennials	Top 100 Beverage Companies
CATEGORY FOCUS Top brands New products Category sales results	Juice & Juice Drinks	Wine	new Drink & Cocktail Mixers	Spirits	Sports & Protein Drinks	Tea & RTD Tea
BEVERAGE R&D	Product Development Outlook	new Cognitive Health & Energy	Stevia, Erythritol, & Masking	new Sports Recovery, Bone & Joint Health	Fiber & Probiotics	IFT Pre-Show Planner Flavor Trends
INGREDIENT SPOTLIGHT	Antioxidants	new Domestic & Exotic Fruits	new Grains & Nuts	Ginger	new Honey	Hydrocolloids
PACKAGING EQUIPMENT	Can Filling & Seaming		Case Packers & Wrappers	Filler Technology		
PACKAGING MATERIALS	Caps & Closures	Shrink & Stretch Labels		Primary Packaging: Glass, Aluminum and Plastic	Packaging Design	Inks & Coatings
TRUCKS/ TRANSPORTATION	Top Operators — Fleet Profile	Tire Buyer's Guide	Equipment/ Industry Trends	Top Operators — Fleet Profile	Top 10 Best Fleet Practices	Fleet Cost Benchmarking
CHANNEL STRATEGIES	Supermarkets	Discount Retailers	Drug Stores	On-Premise	Category Management & Merchandising	Vending
WAREHOUSE/ DISTRIBUTION		Storage Systems		DSD Handheld/ Software Solutions	Carts & Hand Trucks	Telematics
OPERATIONS	Reusable Packaging Systems		Processing Automation		Conveyor Systems	New Facility Planning
OPERATIONS PERSPECTIVE	New Product Evaluation	Personnel Training	Processing: Advancements & Costs	SKU Handling & Control	Marketing & Production Alliances	Assessing Capacity & Capability
SHOW COVERAGE				Natural Products Expo West Food Safety Summit Pre-Show	Modex	Craft Brewers Conference & BrewExpo America
BONUS DISTRIBUTION			CRAFT BREWERS CONFERENCE April 30-May 3, Nashville NIGHTCLUB & BAR SHOW March 26-28, Las Vegas	THE BEVERAGE FORUM April 24-25, Chicago FOOD SAFETY SUMMIT May 7-10, Rosemont		IFT ANNUAL MEETING & FOOD EXPO July 15-18, Chicago
SPECIAL OFFERS/ SUPPLEMENTS *For 1/2 page or larger advertisers unless otherwise noted	PRODUCT DEVELOPMENT SURVEY AVAILABLE BOGO BUY ONE, GET ONE FREE Buy a Full Page Ad & Get One of the Following FREE: • Full Page Ad • Full Page Advertorial		ANNUAL BEER CATEGORY REPORT SPONSORSHIPS AVAILABLE FREE CORPORATE PREVIEW	new STATE OF THE INDUSTRY LRB & ALCOHOLIC SECTOR WEBINAR FREE WHITE PAPER with link for 3 Months Hosted on bevindustry.com		CRAFT BEER WEBINAR FREE BOOTH PROFILE For IFT Exhibitors

AUGUST
BONUS ISSUE

AD CLOSE: 7/9
MATERIALS DUE: 7/16

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
6/8	7/9	8/9	9/10	10/9	11/9
6/15	7/16	8/16	9/17	10/16	11/14
State of the Industry	Digital Marketing Trends	Wholesaler of the Year	Executive of the Year	Craft Beer Report	Innovations of the Year Contract Packaging
Plant Waters	Energy Drinks & Energy Shots	Coffee & RTD Coffee	Bottled Water & Enhanced Water	Dairy Drinks & Dairy Alternatives	Private Label Beverages
Clean Label/Non-GMO	Immune Health	Sweeteners	Performance Beverages	Color Concepts	Fortification: Vitamins & Minerals
new Beet	Citrus	Botanicals	new Vanilla	Protein	Tea
Inspection Equipment	Coding Technology	Labeling Equipment	Stretch & Shrink Wrappers	Plastic Bottle Manufacturing	
Secondary Packaging	Labeling Materials		Pouches, Cartons, Aseptic & Bag-in-Box Packaging		Best Packages of 2018
Top Operators — Fleet Profile	Fleet Survey Results	Sixth Annual Fleet Graphics Award	Top Operators — Fleet Profile	New Product Roundup From The NA Commercial Vehicle Show	2019 Truck Roundup
Foodservice	new Club Stores	Convenience Stores	Natural & Organic Retailers	Mass Merchandisers	e-Commerce
	Automated Guided Vehicles	Forklifts	Voice-Picking Technology	new Warehouse Software Solutions	
Palletizers & Depalletizers		new High Pressure Processing (HPP)	Robotics	Sustainable Facility Goals	Inspection Equipment
Case Movement & Handling Costs	Flexible Manufacturing	Uptime/Downtime Dilemma	The Added Value Contention	Agency Regulations & Raw Material Use	Online Waste Control Measures
		IFT Post-Show Pack Expo Pre-Show Planner	Natural Products Expo East	SupplySide West	Pack Expo Post-Show
		NACS SHOW Oct 7-10, Las Vegas			
		NBWA CONVENTION & BEVERAGE SHOW Sept 23-26, San Diego			
		AMERICAS FOOD & BEVERAGE SHOW Oct. 1-2, Miami			
		PACK EXPO Oct 14-17, Chicago			
	BEVOPS FLEET SUMMIT Sept 19-21, Phoenix				
STATE OF THE INDUSTRY REPORT CATEGORY SPONSORSHIPS AVAILABLE		NEW PRODUCT DEVELOPMENT WEBINAR & SUPPLEMENT		FREE CAPITAL EXPENDITURE RESEARCH STUDY CRAFT BEER REPORT SPONSORSHIPS AVAILABLE	



2018 Annual Manual

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