

# 2017 EDITORIAL CALENDAR

		NRA Pre-show Issue	NRA Show Issue					
	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP	OCT	NOV	DEC
<b>Ad Close</b>	December 15	February 10	April 7	June 9	August 11	September 11	October 13	November 13
<b>Materials Close:</b>	December 11	February 17	April 14	June 16	August 18	September 18	October 20	November 20
<b>Cover Story</b>	<b>KITCHENS LARGE- AND SMALL-FOOTPRINT, MULTI-FUNCTION</b>	Lobby F&B Markets, Pantries, Grab & Go Coffee, Kiosks	Restaurants	Breakfast & Mid-Year State of the Industry Update	Banquets & Catering	50 Women to Watch	The Bar Issue	15 Year Anniversary Issue & Annual Buyers Guide
<b>Banquets &amp; Catering</b>		Creative Meeting Breaks	Weddings	Outdoor Events	Corporate Events	Creative Receptions	Catering Trends	Event Space Renovations
<b>All-Day Dining</b>		Transforming the Lobby	Upscale Buffets	Family Friendly	Décor & Renovations	Millennials	Staff Apparel	
<b>Menus</b>		Small Plates of the World	Small Plates	Breakfast Trends	Global Flavors	Special Diets	Regional Dishes	Comfort Food
<b>Kitchens</b>		Mobile Equipment	Small Footprint/ Low Labor	Pastry Kitchens	Food Safety	High Volume/ Catering	Poolside	
<b>Table Style</b>		Venue Design	A-Z Buffetware	Buffetware & Table Accessories	China & Dinnerware		Glassware, Barware, Disposables	
<b>Bar &amp; Beverage</b>		Coffee	Wine, Beer & Spirits	Poolside Bars/ Tropical Drink Menus	Dispensing Wine	Rooftop Bars	The Perfect Beer	Coffee
<b>Trends</b>		Poolside	Glassware	Lobby	Holiday Events	Room Service	Brunch/ Breakfast	
<b>Key Business Issue</b>		Driving Sales through Social Media	Staffing & Hiring	The Fine Line between Brand Standards & Local Creativity	Making the F&B Value Connection	Personalizing the Guest Visit	Menu Design	10 Trendiest Restaurants & Bars
<b>Roundtable (Special Advertising Section)</b>		Kitchen Equipment Trends	Table Trends	Seating Trends	Tabletop Trends	Buffetware Trends	Staff Apparel Trends	Coffee Trends
<b>Webinars</b>			Menu Trends for Meetings		Reinventing your Lobby F&B		Kitchen Renovation Tips	
<b>Bonus Distribution</b>			NRA	National Restaurant Assoc (NRA) <b>May 20-23, 2017</b>			The Hotel Experience/Hotel Motel Show <b>Nov. 12-14, 2017</b>	
			<b>ONLINE VIDEO FOR ONE MONTH</b>	<b>PRODUCT eBLAST WITH 25-WORD DESCRIPTION AND LINK</b>	<b>PRODUCT SPOTLIGHT INCLUDING SOCIAL MEDIA LOGOS/ DESCRIPTIONS</b>	<b>AD READERSHIP STUDY</b>	<b>BUY ONE GET ONE FREE</b>	<b>PRODUCT eBLAST WITH 25-WORD DESCRIPTION AND LINK</b>

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