



73% of our readers serve in management positions, with an impressive 47% in senior leadership roles.

75% of *NACS Magazine* subscribers have read at least 3 out of the last 4 issues, and 60% read all four.

An impressive **78%** of readers expressed high satisfaction with the content and information featured in *NACS Magazine*.

52% of subscribers pass their issue to a colleague, expanding the reach of the magazine to a total of **44,774** readers.



FOR EDITORIAL INFORMATION

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2012 editorial calendar

THIS EDITORIAL CALENDAR IS SUBJECT TO CHANGE.

JANUARY | COOL NEW PRODUCTS

Reservations Due 12/1/11 • Materials Due 12/6/11

How to Lobby Congress

State/Regional Beer Laws

Category Close-up: Packaged Beverages

FEBRUARY | NACS LEADERSHIP FORUM

Reservations Due 1/5/11 • Materials Due 1/10/12

Loyalty and Mobile Marketing

Snack Assortment Best Practices

Category Close-up: Cigarettes

Bonus Distribution: NACS Leadership Forum; AWMA Show; NACDS Regional Chain Conference; P&CMA Gulf Coast Food & Fuel Expo; NGA Annual Convention

MAY | NACSTECH

Reservations Due 4/2/12 • Materials Due 4/9/12

Mobile Payments

Electric Vehicles

Category Close-up: Candy; Alternative Snacks

Bonus Distribution: NACStech; PMAA Washington D.C. Conference; NRA Show; Sweets & Snacks Expo

JUNE | NACS GLOBAL FORUM

Reservations Due 5/2/12 • Materials Due 5/9/12

NACS State of the Industry Coverage

Lessons from Overseas

Category Close-up: Cold Dispensed Beverages

Bonus Distribution: NACS Global Forum; NACDS Marketplace; GACS Annual Conference

SEPTEMBER | PRE-SHOW ISSUE

Reservations Due 8/1/12 • Materials Due 8/8/12

Pre-Election Coverage

Hispanic Demographic

Category Close-up: General Merchandise

Bonus Distribution: Pacific Oil Conference

OCTOBER | NACS SHOW ISSUE • COOL NEW PRODUCTS

Reservations Due 9/5/12 • Materials Due 9/12/12

Philanthropy

Forecourt Marketing

Category Close-up: Packaged Sweet Snacks

Bonus Distribution: NACS Show; Category Management Conference

NACS Magazine offers exceptional value through packages, including a high degree of visibility during the annual NACS Show – the industry’s premier event and one of the largest trade shows in the nation.

HIGH IMPACT OPTIONS AVAILABLE

- Cover or Body Barn Doors (or French Doors)
- Cover Gatefold
- Cover Gatefold with Die Cut Window
- Outsert
- Business Reply Card
- Bellyband
- Polybag
- Post-It Notes

Contact **NACS** for more details!

MARCH | NACS ANNUAL FUELS REPORT • NACS MAGAZINE 10th ANNIVERSARY

Reservations Due 2/1/12 • Materials Due 2/7/12

NACS Annual Fuels Report

Future of Fuels

Category Close-up: Other Tobacco Products

Bonus Distribution: M-Pact; Snaxpo 2012;
NACS Day on Capitol Hill

JULY | ANNUAL FOODSERVICE ISSUE • COOL NEW PRODUCTS

Reservations Due 6/1/12 • Materials Due 6/7/12

Foodservice Focus

NACS Nutrition Toolkit

Category Close-up: Food Prepared Onsite;
Hot Dispensed Beverages

NOVEMBER | POST-SHOW WRAP-UP

Reservations Due 10/3/12 • Materials Due 10/12/12

NACS Show Coverage

Store Design

Category Close-up: Wine; Non-Edible Grocery

SPECIAL ISSUE | SMALL OPERATOR (JULY)

Reservations Due 6/18/12 • Materials Due 6/25/12

Every year we partner with state and regional ethnic associations to create and distribute this special issue — exclusively for small operators. The personalized issue reaches more than 34,000 hard-to-reach small operators not typically reached by our regular magazine. Distribution partners have included the Asian American Retailers Association, Greater Houston Retailers Association and many more.
\$3,500 per full-page ad; \$2,000 per half-page ad (net)

APRIL | STATE OF THE INDUSTRY SUMMIT • COOL NEW PRODUCTS

Reservations Due 3/1/12 • Materials Due 3/7/12

Menu Labeling

Evolution of Food Trucks

Category Close-up: Ice Cream/Frozen Novelties;
Frozen Dispensed Beverages

Bonus Distribution: NACS State of the Industry Summit;
SIGMA

AUGUST | THE “IDEAS” ISSUE • AD SURVEY

Reservations Due 7/2/12 • Materials Due 7/9/12

Big Ideas, Best Practices

Safety and Security

Category Close-up: Salty Snacks; Health & Beauty Care

Bonus Distribution: Hispanic Retail 360;
Texas Food & Fuel Expo

DECEMBER |

Reservations Due 11/1/12 • Materials Due 11/7/12

Real Estate

Election Results: What They Mean

Category Close-up: Beer; Edible and Perishable Grocery