

# CALENDAR

**STORES Advertising Deadlines:**  
 Space reservation—1st of the month prior\*  
 Ad materials—10th of the month prior\*  
 \*or the next business day

**Topics Featured Regularly Throughout the Year**

- Retail technology
- Supply chain and logistics
- Credit and payment systems
- Loss prevention
- Human resources
- Mobile retail
- Social media
- Multi-channel/E-Commerce
- Marketing
- Merchandising
- Industry trends and analysis



*“Advertising with STORES Media offers our small company the ability to get our message out to retail executive decision makers in a cost-effective and productive way. The synergy we gain by combining our advertising spend with the NRF BIG Show makes the ROI hard to beat.”* — Kevin Harris, Compliance Networks

MONTH	ANNUAL FEATURES/ SPONSORSHIP OPPORTUNITIES	EDITORIAL FEATURE/FOCUS	BONUS DISTRIBUTION	ADVERTISER BONUS
<b>JANUARY</b>	Top 250 Global Powers of Retailing 20 Ideas Worth Stealing	Planning & Forecasting; Recruiting/Retaining Top Talent; Green Initiatives; Alarm Systems	NRF Annual Convention & EXPO	Points towards NRF Annual Convention & EXPO booth location
<b>STORES NRF Annual Convention &amp; EXPO Show Dailies</b>				
<b>FEBRUARY</b>	The Science of Pricing Expendable vs. Untouchable: What consumers can – and can't — live without	Private Brands; Credit/Decision Support; Mobile Wallet; Internal Theft		Free matching advertorial
<b>MARCH</b>	NRF BIG Show Wrap-up Social Media Trends in Retail	Securing Customer Data/PCI; In-Store Innovation; Inventory Optimization; Fraud Detection		STORES.org advertiser credit
<b>APRIL</b>	Top 10 Tech Trends: What's On CIOs' Shopping Lists?	Food Safety; POS; Mobile Shopping; Camera/Video Surveillance		Multi-media package credit
<b>MAY</b>	Software Sourcebook Supply Chain and Logistics Special Report	Time & Attendance; Mobile Marketing; Social Media; Organized Retail Crime	NRF Global Supply Chain Summit	Discounts towards Software Sourcebook listings
<b>JUNE</b>	Loss Prevention Supplier Directory and Special Section Retail CEO Pay Report	Sustainability; RFID; Customer Centricity; Security & Theft	NRF Loss Prevention Conference & EXPO	Webinar program credit
<b>JULY</b>	Top 100 Retailers	Multi-channel Experience; Labor Management; Loyalty/Rewards; Exception Reporting		Free mailing to Top 100 Retailers; STORES.org credit
<b>AUGUST</b>	Hot 100 Retailers	Gift Cards; Distribution Management; Online Video; Business Continuity	NRFtech: IT Leadership Summit	Free mailing to Hot 100 Retailers; E-newsletter credit
<b>SEPTEMBER</b>	E-Commerce Elite: The Best of the Best Online Retailers	Reverse Logistics; Merchandising; Business Intelligence and Analytics; Wireless Monitoring	Shop.org Annual Summit	Free New Product Showcase listing
<b>OCTOBER</b>	NRFtech: IT Leadership Summit Recap	Mobile Payments; Global Trends; Inventory Management Risk Strategies		Retail Industry Buying Guide listings credit
<b>NOVEMBER</b>	Mobile in Retail Report	Employee Screening; Planning Strategies; Data Warehouse; Shortage Control		Retail Industry Buying Guide listings credit
<b>DECEMBER</b>	Retail Industry Buying Guide Retail Industry Calendar	Predictions for 2013		NRF Annual Convention & EXPO Show Daily credit