

2021 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FEATURES	AD CLOSE/ MATERIAL DUE	INDUSTRY EVENTS
Jan. 4	RETAILER OF THE YEAR • 2021 Pharmacy & Health Care Outlook • Branded Drug Annual Report • Retail Forecast	Dec. 4 Dec. 14	Retailer of the Year ECRM: Cosmetics, Bath & Beauty NRF ECRM: Branded Rx Vaccine
Jan. 18	OTC Outlook: Digestive Health • Pain Management: Internal / External Analgesics • Beauty Watch 2021: Supplier Profiles Virtual Roundtable: Pharmacy Automation & Retail Technology RX: Digital Health Care • Special Report: Supply Chain Management	Dec. 28 Jan. 4	ECRM: Front End Convenience CBD Health and Beauty
Feb. 1	Cough-Cold / Allergy Report • Immunity & PPE Natural & Homeopathic Remedies • Women's Health & Wellness Report / Sexual Wellness • Consumables Report: Impulse, Convenience • Who's Who in CBD	Jan. 11 Jan. 18	ECRM: Cough-Cold / Allergy / Immunity & Prevention NACDS Regional Chain Conference
Feb. 15	Home Health Care Report – First Aid, Wound Care • Foot Care • At Home Diagnostics • Greeting Cards & Party Supplies • RX: Generic Drugs Annual Report • Special Supplement: For The Pharmacist	Jan. 25 Feb. 1	
Mar.15	Beauty Care 2020: Beauty Roundtable – Social Media Beauty Influencers: Trends in Natural Beauty – Men's Grooming • Oral Care Report • Vitamins, Diet & Nutrition • General Merchandising Report • RX: Diabetes Awareness Month • Special Supplement: The Business of CBD	Feb. 22 Mar. 1	ECRM: Vitamin, Diet & Nutrition ECRM: Private Label
Apr. 5	Private Brands Outlook 2020 • Baby Care Report • Eye Care & Ear Care Report • Special Supplement: The New Natural	Mar. 15 Mar. 22	ECRM: Candy
Apr. 26	Annual State of the Industry Report • Top 50 Drug Chains • Retail Technology • RX	Mar. 22 Mar. 29	NACDS Annual Meeting 4/23 ECRM Household / GM
May 17	Annual Category Sales Survey: HBC, OTC, GM & Consumables • Top 100 Front End Categories / Top 50 Brands • RX: Vaccines	Apr. 26 May 3	
June 7	Annual Drug Wholesaler Report – Retail Technology / Pharmacy Automation • Beauty Care Report: Cosmetics, Hair Care, Natural Beauty, Multicultural Beauty • Vitamins & Nutrition Report • RX: Virtual Roundtable: Diabetes Management • Generic Drug Report	May 17 May 24	ECRM: Cosmetics, Skin Care, Natural Beauty, Hair Care and Multicultural Expo West ECRM: Generic Rx

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July 5	Personal Care: Baby Care • Sun Care • Women's Health & Sexual Wellness • Health Care: First Aid / Wound Care, Lice & Topical Treatments • Oral Care, Eye & Ear Care • Digestives & Analgesics • Consumables: Beverage, Snacks • RX: Point of Care Testing • Special Supplement: The Business of CBD	June 14 June 21	ECRM Personal Care, Baby, Oral, Grooming & Sun ECRM Health Care
Aug. 9	Annual State of Retail Pharmacy Report • Top 50 Pharmacy Chains • RX: Retail Technology / Pharmacy Automation	July 19 July 26	NACDS Total Store Expo Rx Edition
Aug. 23	NACDS Total Store Expo • The Front End: IRI HBC & OTC Consumer Shopping Study • Supplier Profiles	July 28 Aug. 9	NACDS Total Store Expo 8/21-23
Sept. 6	Vitamin Weight Mgt. & Nutrition Report • Sports Management Consumables Report: Confection, Snacks & Beverages • Annual GM Report: Social Expressions & Greeting Cards	Aug. 16 Aug. 23	
Sept. 20	Beauty Care Report: Global Beauty Trends • Skin Care Report • RX: Generic Drugs Report: Corporate Profiles • Diabetes Management • Special Supplement: The Business of CBD	Aug. 30 Sept. 6	GMDC HBW Expo East
Oct. 4	Total Store Expo RX Roundtable • OTC Report: Cough-Cold / Allergy & Immunity Season Preview • Homeopathic & Natural Remedies • Foot Care • Vitamin, Diet & Sports Nutrition	Sept. 13 Sept. 20	ECRM Vitamin, Weight Mgt. and Sports Nutrition
Oct. 18	Top 100 Chain Drug Markets Report • American Pharmacists Month – Excellence in Pharmacy Practice – Profiles of Top Chain Pharmacists • RX: Opioid Abuse • Special Supplement: For The Pharmacist	Sept. 27 Oct. 4	
Nov. 8	Annual Private Label Report • Men's Grooming & Wellness • Vision Care & Ear Care • Oral Care • Greeting Cards & Party Supplies	Oct. 18 Oct. 25	PLMA
Nov. 22	Shopper Marketing & Category Management Roundtable • Multicultural HBC • Consumables • Seniors: The Greying of America • At Home Diagnostics • RX: Retail Technology / Pharmacy Automation	Nov. 1 Nov. 8	
Dec. 6	Full-Issue Study: Chain Profile • RX	Nov. 11 Nov. 18	

* Issue dates and contents are subject to change