

2024 EDITORIAL CALENDAR

| ISSUE DATE | EDITORIAL FEATURES | AD CLOSE/ MATERIAL DUE | INDUSTRY EVENTS |
|------------|---|---------------------------|---|
| Jan. 8 | RETAILER OF THE YEAR • 2024 Pharmacy & HealthCare Outlook. Branded Drug Annual Report. Retail Forecast | Dec. 11 Dec. 19 | ECRM: Cosmetics, Bath & Beauty/Fragrances ECRM: Front End ECRM: Cough/Cold FMI Midwinter |
| Jan. 22 | OTC Outlook: Digestive Health • Pain Management: Internal / External Analgesics • Beauty Watch 2023: Supplier Profiles • Virtual Roundtable: Pharmacy Automation & Retail Technology • Supply Chain & Logistics • RX: Digital HealthCare • Consumables Report: Impulse | Jan. 2 Jan. 9 | |
| Feb. 5 | Cough-Cold / Allergy & Immunity Report • Plant-based, Natural & Homeopathic Remedies • Women's Health & Wellness Report / Sexual Wellness • Consumables Report: Convenience | Jan. 9 Jan. 23 | ECRM: VMS |
| Feb. 19 | Home Health Care Report – First Aid, Wound Care • Foot Care • At Home Diagnostics • Greeting Cards & Party Supplies • RX: Generic Drugs Annual Report | Jan. 23 Feb. 6 | |
| Mar. 18 | Beauty Care & Skin Care Outlook 2024 • Men's Grooming, Suncare • Oral Care Report • General Merchandise Report • RX: Diabetes Awareness Month | Feb. 27 Mar. 5 | Retailer of the Year Event NYC |
| Apr. 15 | Vitamins, Diet & Nutrition • Sleep Report • Private Brands Outlook 2022 • Eye Care & Ear Care Report • Baby Care • The New Natural | Mar. 13 April 2 | NACDS Annual Breakfast Events ECRM Pet |
| Apr. 29 | Annual State of the Industry Report • Top 25 Drug Chain Profiles • Retail Technology • RX: For The Pharmacist | Mar. 27 April 10 | ECRM Household/GM ECRM Hair |
| May 13 | Annual Category Sales Survey: HBC, OTC, GM & Consumables • Top 100 Front End Categories / Top 50 Brands • RX: Vaccines | Apr. 17 April 30 | ECRM Cosmetics/ Skin ECRM Consumer Tech |
| June 10 | Annual Drug Wholesaler Report – Retail Technology / Pharmacy Automation • Beauty Care Report: Cosmetics, Hair Care, Natural Beauty, Multicultural Beauty • RX: Virtual Roundtable: Diabetes Management • Generic Drug Report | May 15 May 28 | |

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| July 15 | Vitamins & Nutrition Report • Personal Care 2024: Women's Health & Sexual Wellness • Health Care Report: First Aid / Wound Care, Topical Treatments • Eye & Ear Care • Digestives & Probiotics • Pain Management • Consumables: Beverage, Snacks • RX: Point-of-Care Testing & Diagnostics | June 19 July 2 | ECRM Personal Care / Baby/Sun Care/Oral/ Grooming ECRM Healthcare ECRM Housewares ECRM School/Office/Toys |
| Aug. 5 | Annual State of Retail Pharmacy Report • Top 25 Pharmacy Chain Profiles • RX: Retail Technology / Pharmacy Automation | July 3 July 19 | NACDS TSE Breakfast Events |
| Aug. 19 | NACDS Total Store Expo • The Front End: IRI HBC & OTC Consumer Shopping Study • Supplier Profiles | July 17 Aug. 1 | ECRM School / Office Toy, Learning |
| Sept. 2 | Vitamins & Nutrition Report • Personal Care 2024: Women's Health & Sexual Wellness • Health Care Report: First Aid / Wound Care, Topical Treatments • Eye & Ear Care • Digestives & Probiotics • Pain Management • Consumables: Beverage, Snacks • RX: Point-of-Care Testing & Diagnostics | Aug. 7 Aug. 19 | ECRM: VMS |
| Sept. 16 | Beauty Care Report: Global Beauty Trends • Annual Skin Care Report • RX: Generic Drugs Report: Corporate Profiles • Diabetes Management | Aug. 21 Sept. 3 | |
| Oct. 7 | Total Store Expo RX Roundtable • OTC Report: Cough-Cold / Allergy & Immunity Season Preview • Homeopathic & Natural Remedies • Foot Care and Foot Care Accessories | Sept. 4 Sept. 24 | |
| Oct. 21 | Top 100 Chain Drug Markets Report • American Pharmacists Month – Excellence in Pharmacy Practice – Profiles of Top Chain Pharmacists • RX: For The Pharmacist | Sept. 27 Oct. 8 | |
| Nov. 4 | Annual Private Label Report • Men's Grooming & Wellness • Vision Care & Ear Care • Oral Care • Baby Care • Sleep Report | Oct. 9 Oct. 22 | PLMA |
| Nov. 18 | Shopper Marketing & Category Management Roundtable • Consumables • Seniors: The Greying of America • At Home Diagnostics • Retail Technology / Pharmacy Automation • RX: National Diabetes Month | Oct. 23 Nov. 5 | MMR: People Making a Difference Event 11/28 |
| Dec. 9 | Full-Issue Study: Chain Profile • RX | Nov. 6 Nov. 26 | |

* Issue dates and contents are subject to change