

2012 Editorial Schedule

ISSUE	FEATURED TOPICS
JANUARY New Year, New Attitudes	MARKETING PLANS Chief Merchandisers on the Year(s) Ahead Tactical Equipment Household/Cleaning Supplies Dairy, Produce, Meat, Poultry, Seafood DeCA Sales Data Easter Candy • Snack Solutions Deli, Bakery Operations Vitamins Closing: Dec. 1 • Materials: Dec. 12
FEBRUARY Black History Month	THE MBU ISSUE DeCA's New Sales Directorate Nonalcoholic Beverages Snacktime • Candy Heart Healthy Beer, Wine, Spirits Grab 'n' Go/Single Servings Back-to-School Nonfoods Apparel Trends Closing: Dec. 22 • Materials: Jan. 5
MARCH Frozen Food Month	EXCHANGE ROUNDTABLE ISSUE Health & Beauty Care Vitamins, Supplements, Energy Foods Breakfast Foods/Back-to-School Foods What's New for Snacktime? Promoting Protein Candy Organics Produce Closing: Jan. 23 • Materials: Feb. 1
Special Supplement: MSM/GM Conference, March 19-23 in Dallas.	
APRIL The Military Child	DeCA CONFERENCE ISSUE Interviews with Top DeCA Executives Tactical Gear Halloween Promotions DeCA Million-Dollar Vendors What's New in Candy Summer Beverage Plans Gluten-Free, Lactose-Free Foods Snack Categories Closing: March 5 • Materials: March 14
MAY Military Appreciation	VCS SHOW & SELL Express, Mini-Marts, Q-Marts Energy Drinks Good-for-You Foods Pet Food/Supplies Snack Attack! • Candy Exchanges Downrange • Exchange Food Service Emblematics/Logo Merchandise VCS Show & Sell Closing: April 2 • Materials: April 11
JUNE National Dairy Month	AAFES MILLION-DOLLAR VENDORS Candy Vitamins, Supplements, Energy Foods AAFES Million-Dollar Vendors AAFES Nielsen Data Holiday Buying Guide: Home Furnishings • Housewares • Consumer Electronics • Major/Small Appliances Stationery/School/Home Office Supplies Closing: April 27 • Materials: May 8

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JULY National Grilling Month	DeCA YEARBOOK Back-to-School Roundup DeCA Yearbook: Who You Should Know & How to Contact Them DeCA Conference Report Exchange Food Courts Candy • Snacks NEXCOM Million-Dollar Vendors Organics • Produce Closing: May 22 • Materials: June 1
AUGUST Children's Eye Health & Safety Month	HEALTH & BEAUTY CARE Health & Beauty Care Fragrances/Cosmetics Tactical Equipment Household/Cleaning Supplies Healthy Foods Direct Store Delivery: Baked Goods, Snacks Beverages (Soda, Water, Isotonics) Candy Merchandising Closing: June 19 • Materials: June 28
SEPTEMBER Celebrate with Us!	E and C NEWS 50th ANNIVERSARY ISSUE Pet Food/Pet Care Holiday Ordering, Holiday Foods Frozen Foods Vitamins Candy • Energy Drinks Mini-Marts, Express Stores, Q-Marts Stationery/School/Home Office Supplies MCX 115th Anniversary Closing: July 13 • Materials: July 24
OCTOBER Hispanic Heritage	ALA CONVENTION ISSUE Military Resale Market Handbook: Interviews with Key Leaders; Buyers' Names & Contact Info; Store-by-Store Sales Reports, Directory of Military Resale Suppliers and more Tactical Gear Update Candy Trends Breast Cancer Awareness Military Resale Market Closing: Aug. 6 • Materials: Aug. 15
NOVEMBER Military Family Month	BIG GAME ISSUE Big Game Promotions: Beverages and Appetizers Direct Store Delivery: Soda, Snacks, Breads ... Sports Nutrition • Produce Military Activewear/Sporting Goods Home Furnishings & Housewares Candy Category Leaders Class Six/Package Stores Closing: Oct. 8 • Materials: Oct. 17
DECEMBER Safe Toys & Gifts Month	JUMP-STARTING THE NEW YEAR Healthy Living Focus on Distributors Exchange Service Fiscal 2013 Plans Snacks Candy Consumer Electronics DeCA 2012 Year-End Report Household/Cleaning Products Closing: Nov. 2 • Materials: Nov. 13

2012 Advertising Rates

Rate Card 34

DESCRIPTION

Controlled circulation square tabloid size 10" x 12" newspaper. Issued monthly. Printed offset on glossy coated stock. Four-column format. Columns are 2-1/6" wide by 11" deep.

DISPLAY ADVERTISING RATES

Black & White				Four-Color			
Unit	1 Time	6 Times	12 Times	Unit	1 Time	6 Times	12 Times
Full tabloid page	\$3,610	\$3,275	\$2,795	Full tabloid page	\$4,385	\$4,050	\$3,570
Tabloid page spread	6,395	5,825	5,135	Tabloid page spread	7,645	7,075	6,385
4/5 tabloid page	2,860	2,710	2,515	4/5 tabloid page	3,635	3,485	3,290
1/2 tabloid page	2,335	2,215	2,070	1/2 tabloid page	3,110	2,990	2,845
1/2 page spread	4,920	4,655	4,350	1/2 page spread	5,695	5,430	5,125
1/3 tabloid page	1,650	1,590	1,475	1/3 tabloid page	2,425	2,365	2,250
1/4 tabloid page	1,360	1,295	1,220	1/4 tabloid page	2,135	2,070	1,995
1/6 tabloid page	1,045	985	900	1/6 tabloid page	1,820	1,760	1,675

Number of insertions used within 12 months from date of first insertion on contract period determines frequency rate. Minimum rate holder is 1/6 tabloid page.

TWO-COLOR RATES. Add to black and white rates.
Standard—per color, per page \$325
PMS or MATCHED—no more than
one color per page 495

COMMISSIONS, DISCOUNTS
15% commissions to recognized agencies on space and color, if paid within 30 days. No commissions on production charges.

CONTRACTS, COPY REGULATIONS
Agencies and clients assume all responsibility for advertising content. No ad cancellations allowable after first of month preceding month of publication.

ISSUANCE AND CLOSING DATES
Published 20th of month. Space reservations close first of month prior to publication. All material due 5th of month prior to publication.

INSERTS, GATEFOLDS
Gatefolds available with two-month lead time. Inserts accepted for binding or tip-in. Contact publisher for rates, specs and shipping.

SUBSCRIPTIONS
U.S. and APO or FPO addresses, \$105 per year; two years, \$160; special issues \$65 each.

MATERIAL SPECIFICATIONS
For ad sizes, mechanical information and advertising requirements, contact production department:
janet@productionebm.com

ebm
EXECUTIVE BUSINESS MEDIA, INC.
825 Old Country Road, Westbury, NY 11590
Phone: (516) 334-3030 • Fax: (516) 334-3059
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The Military Resale Market

At-a-Glance

The \$20.3 billion-dollar military resale market supporting the nation's 12 million-plus servicemembers and their families operates 539 exchanges and 247 commissaries worldwide.

Exchange Sales (FY10, in millions)

	Outlets	Sales
Army & Air Force Exchange Service (AAFES)	175	\$ 9,902.8
Navy Exchange Service Command (NEXCOM)	105	2,951.2
Marine Corps Exchanges (MCX)	17	925.3
Veterans Canteen Service (VCS)	174	395.7
Coast Guard Exchange Service (CGES)	68	158.4
Total Exchanges	539	\$14,333.4

Commissary Sales (FY11, in millions)

	Outlets	Sales
Defense Commissary Agency (DeCA)	247	\$ 5,957.7
Military Resale Market	786	\$20,291.1