

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

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

## 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](mailto:janet@productionebm.com)



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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.

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### 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
<b>Total Exchanges</b>	<b>539</b>	<b>\$14,333.4</b>

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### Commissary Sales (FY11, in millions)

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