

Every issue of Exchange & Commissary News reports the latest-breaking news about the ever-changing military resale market, and exclusive interviews with the people who make it work.

2010 Editorial Schedule

JANUARY Marketing Plans

Chief Merchandisers' Marketing Plans
Exchange Buyers' Open-to-Buy Forecasts
Hardlines - Softlines
Frozen Food Promotions
The Commissary Perimeter: The World of Fresh — Dairy, Deli, Bakery, Produce ... Meat, Poultry, Seafood
Household/Cleaning Supplies
Exchange Food Service • DeCA Numbers
Easter Promotions: Candy and More
Tactical Equipment • OTP

Closing: Dec. 4, 2009 Materials: Dec. 10, 2009

FEBRUARY Health & Beauty

Health & Beauty Care
Vitamins, Supplements, Energy Foods
Heads Up for May: Family Fun/Fitness Festival
Beverages ... Soda, Water, Juice, Coffee, Tea ... Beer, Wine, Spirits
Big Deal: Club Packs • Back-to-School Nonfoods
Spotlight on Snacks: Chips, Dips, Popcorn, Pretzels ...
Healthy, Sweet, Salty, Fruit, Meat
Grab 'n' Go/Home Meal Replacement
Promotions: Mother's Day, Graduation, Father's Day

Closing: Jan. 5 Materials: Jan. 11

MARCH Exchange Special

Special Exchange Report:
More Than Eight Years Downrange
Tactical Gear
Apparel: Necessities and Accessories
Emblematics/Logo Merchandise
Major and Traffic Appliances
Pets: Food, Supplies, HBC for Cats and Dogs
Promoting Protein - Diet...Nutrition...Merchandising
Energy Drinks • Healthy Living: Good-for-You Foods



Bonus Distribution at the Norfolk Exchange Roundtable

Closing: Jan. 27 Materials: Feb. 2

APRIL DeCA MBU

DeCA's Sales Directorate: What's New at the MBU
Breakfast Foods - Hot and Cold, Fresh and Packaged
Organics • Produce
Candy
Back-to-School Foods
Going Green/Sustainability
Shoppettes, Mini-Marts: All-Service Report
Exchange Food Service — Name Brands, Signature Brands
VCS Show & Sell

Bonus Distribution at the VCS Show & Sell in St. Louis

Closing: Feb. 25 Materials: March 3

MAY Holiday Buying

E&C News' 48th Annual Christmas Buying & Holiday Planning Guide and Gift Product Showcase:
• Fragrances • Watches • Jewelry • Giftware • Foods
• Housewares • Major & Traffic Appliances
• Photo • Apparel • Sporting Goods • Trim-a-Tree • Toys
Club Packs
Candy
Consumer Electronics: Video - Audio - Computers
Stationery/School/Home Office Supplies
Supplements, Vitamins, Energy Foods

Closing: March 25 Materials: March 31

JUNE DeCA 2010

DeCA 2010: An overview of the Defense Commissary Agency
Produce
Class Six/Package Stores
Grey-Area Reserves: Waiting to Retire, Ready to Shop
Halloween Promotions: Costumes! Candies! Apples!
DeCA Million-Dollar-Vendor List
AAFES Million-Dollar-Vendor List

Bonus Distribution at the DeCA 2010 Conference in Atlanta

Closing: April 22 Materials: April 28

JULY HBC

AAFES: 115th Anniversary
Health & Beauty Care
Fragrances/Cosmetics
Tactical Equipment
Back-to-School Roundup
Beverage Merchandising Promotions
Household/Cleaning Supplies
NEXCOM Million-Dollar Vendor List
DeCA Report

Closing: May 24 Materials: May 28

AUGUST DeCA Yearbook

19th Annual Defense Commissary Agency Yearbook:
Headquarters and region executives, zone managers and store directors worldwide - photos and bios ... and new positions
Direct Store Delivery: Snacks, Soda, Breads, Bakery ...
In-Store Merchandising: Candy, Snacks
Organics • Produce
Club Packs
Energy Food, Vitamins, Supplements
Exchange Food Courts

Closing: June 23 Materials: June 29

SEPTEMBER Pets and Pet Lovers

Holiday Ordering - Out of the Warehouse, Into the Store
Holiday Foods
Candy
Energy Drinks
Mini-Marts, Shoppettes: On-Base Convenience
Pet Foods/Pet Supplies/Pet Care: Cats, Dogs, Birds, Fish
Stationery/School/Home Office Supplies

Closing: July 21 Materials: July 27

OCTOBER Convention Issue

Annual ALA Convention Issue
Military Resale Market Handbook:
Maps, Rosters, Directories • Overviews
Interviews • Buyers' Names - Addresses - Phone Numbers
Store-by-Store Sales Reports
Special Sections:
Breast Cancer Awareness
Tactical Gear Update
Going Green

Bonus Distribution at ALA in Bellevue

Closing: Aug. 25 Materials: Aug. 31

NOVEMBER Big Game

The Sports Shop:
Sporting Goods - Fitness Gear
Activewear - Sports Nutrition
Club Packs
Produce
Housewares & Home Furnishings
Beverages - Class Six/Package Stores
Direct Store Delivery: Soda, Snacks, Bakery, Breads ...
Big Game Promotions

Closing: Oct. 8 Materials: Oct. 14

DECEMBER

Consumer Electronics: Video-Audio-Computers
Selling Hi-Tech: From Cell Phone and iPod/MP3 Accessories to GPS Gear
Healthy Living, Healthy Lifestyle
DeCA 2010 Year-End Report
Distributors Spotlight
ALA Convention Wrap-Up Report
Jump-Starting the New Year

Closing: Nov. 5 Materials: Nov. 11