




## 2015 ADVERTISING PLANNER

PROGRESSIVE  
**GROCER**

	JAN Space Close: 12/8/14 Material Close: 12/15/14	FEB Space Close: 1/12/15 Material Close: 1/19/15	MAR Space Close: 2/11/15 Material Close: 2/18/15	APR Space Close: 3/13/15 Material Close: 3/20/15
Cover Story	Executive Outlook: Ones to Watch 2015	Focus on a Best-in-Class Wholesaler 	Evolving Retail Landscape	82nd Annual Report of the Grocery Industry
Features	Store of the Month Top Strategies around Pricing, Promotion, Placement, Product Cat Man: Beer & Wine	<b>PROGRESSIVE GROCER INDEPENDENT:</b> Retailer of the Year Front End Report	Store of the Month "Free-From" Special Report	<b>PROGRESSIVE GROCER INDEPENDENT</b> Optimal Category Management: Center Store
Grocery/Center Store	Soup: Ultimate Winter Comfort Food	New Directions for RTE Cereal Non-Carbonated Beverages	Snacks: The New Meals	Condiments: Hot Sauce Fever: Sriracha and More
Refrigerated & Frozen Foods	Reviving the Dairy Case	Frozen Food Handbook	What's New in Refrigerated Dressings and Dips Ethnic Cuisine	Cakes and Pies Delights
Fresh Foods	Trends and Opportunities in Prepared Foods	PG Exclusive Research: Retail Meat Review	PG Exclusive Research: Retail Seafood Review	Packaging to Keep Prepared Foods Fresh
Produce	See Separate Editorial Calendar	See Separate Editorial Calendar	See Separate Editorial Calendar	See Separate Editorial Calendar
Health & Wellness	Retail Dietitian Perspective		Retail Dietitian Perspective	
Retail Innovation, Equipment, and Design	Retail Foodservice Equipment: Showplace + Efficiency	Kiosk Innovations	Seafood Cases and Food Safety	Shopping Carts of the Future
Technology	POS Systems PG Tech Editorial		Reinventing Shopper Loyalty Programs PG Tech Editorial	
Supply Chain and Operations	Lessons in Supply Chain: What are Grocers Doing Wrong?	The Role of Digital in Supply Chain	Progressive Palletization	Lessons in Supply Chain: What are Grocers Doing Right?
Nonfoods	Supplementing Healthy Diets with Vitamins and Nutritional Products Electronic Cigarettes are Smokin'	Shaving Cosmetics, Bath and Fragrance PG Pet	Home Health Care Sports Medicine and First Aid Products Consumer Electronics	Increasing Opportunities of Diabetes Care Emergency Stock-ups: Batteries and Flashlights
Progressive Grocer's Digital Edition Features	Store of the Month • Photo Galleries • Trend Alerts • Industry Viewpoints • And much more! Visit <a href="http://ProgressiveGrocer.com">ProgressiveGrocer.com</a>			
Events (Editorial Coverage & Bonus Show Distribution)	FMI Mid-Winter Winter Fancy Food Show The NGA Show NRF	The Annual Meat Conference GMA FMI Supply Chain Conference AFFI Natural Products Expo West International Home + Housewares Show Coffee Fest New York	Boston Seafood Show	NACDS Annual CPMA Convention + Tradeshow SIAL Canada Western Association of Food Chains

	<b>MAY</b> Space Close: 4/13/15 Material Close: 4/20/15	<b>JUN</b> Space Close: 5/12/15 Material Close: 5/19/15	<b>JUL</b> Space Close: 6/12/15 Material Close: 6/19/15	<b>AUG</b> Space Close: 7/14/15 Material Close: 7/21/15
Cover Story	Special Supplement: The Super 50: Annual Ranking of Top Retailers The Future of Fresh Prepared	Top Women in Grocery 	68th Annual Consumer Expenditure Study	PG's Annual Store Design Contest 
Features	Store of the Month Spring Show Previews (United Fresh, IDDBA, FMI Connect)	Store of the Month Protein Report	Store of the Month Sustainability Scorecard: How Companies are Tracking Against Goals Breakfast Handbook	<b>PROGRESSIVE GROCER INDEPENDENT</b> PG Exclusive Research: Retail Pharmacy Review Tailgating and Fall Holiday Parties
Grocery/Center Store	Summer Alcohol Beverage Report Top Candy Trends	The Future of Fiber Coffee/ Tea	Back-to-school Merchandising Tips	Optimum Holiday Candy and Snack Merchandising
Refrigerated & Frozen Foods	National Dairy Month	National Ice Cream Month	Convenient Boost from Frozen Vegetables	Yogurt: Greek and Beyond
Fresh Foods	PG Exclusive Research: Retail Bakery Review	PG Exclusive Research: Deli Operations Review	Optimal Category Management: Fresh Foods Meat & Seafood	Cracking the Egg Wars
Produce	See Separate Editorial Calendar	See Separate Editorial Calendar	See Separate Editorial Calendar	See Separate Editorial Calendar
Health & Wellness	Retail Dietitian Perspective		Retail Dietitian Perspective	
Retail Innovation, Equipment, and Design	Ceiling and Floor Trends	Efficient HVAC	Store Design Services	Efficient Lighting Trends
Technology	PG Tech Editorial Consumer Insights		PG Tech Editorial Mobile Apps Consumers Can't Live Without	
Supply Chain and Operations	In-Store Consumer The Future of Fleet Management	Strategies for Ending Out of-Stocks	Lessons in Supply Chain: Shoring Up Weak Links	Logistics: Beyond the Truck Terminal
Nonfoods	Energy Boosting Products PG Pet	Top Needs in Medical Devices Blood Pressure and Glucose Products Review Housewares Trends	Vitamin and Sports Nutrition Products Cosmetics Greeting Cards	Health and Wellness Prescription to OTC PG Pet
Progressive Grocer's Digital Edition Features	Store of the Month • Photo Galleries • Trend Alerts • Industry Viewpoints • And much more! Visit ProgressiveGrocer.com			
Events (Editorial Coverage & Bonus Show Distribution)	FMI Connect and United Fresh GMDC-HBW Marketing Conference NRA NCA Sweets & Snacks Expo World Tea Expo PLMA World PG Retail Dietitians Symposium IDDBA Green Retail Decisions Innovation Summit	Summer Fancy Food Show®	PMA Foodservice American Cheese Society	Multicultural Retail 360 Summit  GMA Leadership Conference Expo Comida Latina FMI Sustainability NACDS Total Store

# 2015 ADVERTISING PLANNER

	SEP Space Close: 8/13/15 Material Close: 8/20/15	OCT Space Close: 9/14/15 Material Close: 9/21/15	NOV Space Close: 10/12/15 Material Close: 10/19/15	DEC Space Close: 11/9/15 Material Close: 11/16/15
Cover Story	Editors' Picks 	Retailer of the Year 	Category Captains: The Best of What's Reshaping the Industry 	2016 Retail Forecast
Features	Store of the Month Animal Matters in Grocery Retail	<b>PROGRESSIVE GROCER INDEPENDENT</b> Category Management: Frozen	Store of the Month Cause Marketing Private Label Coverage	<b>PROGRESSIVE GROCER INDEPENDENT</b> Store of the Month Category Management Handbook 2015 Suppliers Guide Food Safety Initiatives Update
Grocery/Center Store	Bread and Commercial Bakery Trends	Re-thinking the Lunchbox Healthy Snacks	Meal Solutions for Busy Consumers	New Year, New Store: How to Boost Center Store
Refrigerated & Frozen Foods	NFRA Showcase	Effective Cross-Merchandising Opportunities with Perimeter and Center Store	Meat Protein: Pricing and Positioning Strategies	Lighting a Fire Under Frozen
Fresh Foods	Natural, Grass-Fed, Hormone-Free: What Do Shoppers Understand? Deli, Bakery Fall Holiday Merchandising	PG Exclusive Research: Retail Produce Review	Fresh Baked at Home: Breads and Rolls	Will Fresh Be Grocery's Darling Forever?
Produce	See Separate Editorial Calendar	See Separate Editorial Calendar	See Separate Editorial Calendar	See Separate Editorial Calendar
Health & Wellness	Retail Dietitian Perspective		Retail Dietitian Perspective	
Retail Innovation, Equipment, and Design	Shelving that Speaks to Shoppers	Signs for All Times	Mobile Merchandisers and Holiday Display Equipment	Leveraging Mobile Apps
Technology	PG Tech Editorial Shopper Insights		PG Tech Editorial Automated Systems	
Supply Chain and Operations	Warehouse Management Systems	Lessons in Supply Chain: Economics Shaping the Future	What Can Grocers Learn from Other Channels?	Workforce Management Systems
Nonfoods	Teens' and Kids' Personal Care Products	Pain Relief and Arthritis Care Analgesics and Hot and Cold Therapy Read This: Magazines, Periodicals and Books	Contraceptives/Family Planning and Sexual Wellness PG Pet	Moisturizers Anti-Aging Products Household Cleaning Products
<i>Progressive Grocer's</i> Digital Edition Features	Store of the Month • Photo Galleries • Trend Alerts • Industry Viewpoints • And much more! Visit <a href="http://ProgressiveGrocer.com">ProgressiveGrocer.com</a>			
Events (Editorial Coverage & Bonus Show Distribution)	Natural Products Expo East GMDC-GM <b>Store Brands Collaboration Summit</b>	The NACS Show® PMA Fresh Summit NFRA Convention ANUGA	PG's Top Women in Grocery PLMA Trade Show	NRF Annual Expo

**DEC**  
Space Close: 11/9/15

## The 2016 Supplier Directory

A Dynamic, All-Inclusive Reference Source of Top Suppliers Selling to the Grocery Industry



- An In-Print, Online, and Mobile Promotional Program
- Year-Round Coverage: One Advertisement Provides Exposure Throughout the Year
- Advertisers Receive Greatly Expanded Listings
- Combination Packages Available: Print, Digital, and Mobile
- Standard Magazine Size for Ready-Reference
- Product Categories Available: Food, Nonfood, Health & Beauty Care, Logistics, Technology, In-Store Merchandising, and Store Design