

2012 INTEGRATED MEDIA PLANNER



CONVENIENCE STORE NEWS

SINGLE STORE OWNER

ONLINE

ISSUE	SPACE CLOSE	MATERIAL DUE
<input type="checkbox"/> JANUARY	12/13/11	12/16/11
<input type="checkbox"/> FEBRUARY	1/16/12	1/19/12
<input type="checkbox"/> MARCH 1	2/08/12	2/10/12
<input type="checkbox"/> MARCH 19	2/27/12	2/29/12
<input type="checkbox"/> APRIL	3/26/12	3/28/12
<input type="checkbox"/> MAY 1	4/10/12	4/12/12
<input type="checkbox"/> MAY 21	5/2/12	5/4/12
<input type="checkbox"/> JUNE	5/16/12	5/18/12
<input type="checkbox"/> JULY 2	6/8/12	6/12/12
<input type="checkbox"/> JULY 23	6/29/12	7/3/12
<input type="checkbox"/> TOBACCO HANDBOOK AUGUST	7/13/12	7/16/12
<input type="checkbox"/> AUGUST	7/23/12	7/25/12
<input type="checkbox"/> SEPTEMBER	8/17/12	8/21/12
<input type="checkbox"/> OCTOBER	9/12/12	9/14/12
<input type="checkbox"/> NACS SHOW DAILIES OCTOBER 8&9	9/12/12	9/14/12
<input type="checkbox"/> NOVEMBER	10/17/12	10/19/12
<input type="checkbox"/> DECEMBER	11/15/12	11/19/12

ISSUE	SPACE CLOSE	MATERIAL DUE
<input type="checkbox"/> FEBRUARY	1/16/12	1/19/12
<input type="checkbox"/> APRIL	3/16/12	3/19/12
<input type="checkbox"/> JUNE	5/14/12	5/16/12
<input type="checkbox"/> AUGUST	7/13/12	7/16/12
<input type="checkbox"/> OCTOBER	9/13/12	9/17/12
<input type="checkbox"/> DECEMBER	11/15/12	11/19/12

CONVENIENCE STORE NEWS EVENTS

<input type="checkbox"/> TOBACCO ROUNDTABLE MARCH 26-27, 2012	
<input type="checkbox"/> CIO ROUNDTABLE MAY 21, 2012	
<input type="checkbox"/> HISPANIC RETAIL 360 AUGUST 15-17, 2012	
<input type="checkbox"/> NACS SHOW OCTOBER 7-10, 2012	
<input type="checkbox"/> HALL OF FAME NOVEMBER 2012	
<input type="checkbox"/> INDUSTRY FORECAST COUNCIL NOVEMBER 2012	

	ONLINE	E-MAIL
JAN.	<input type="checkbox"/>	<input type="checkbox"/>
FEB.	<input type="checkbox"/>	<input type="checkbox"/>
MAR.	<input type="checkbox"/>	<input type="checkbox"/>
APRIL	<input type="checkbox"/>	<input type="checkbox"/>
MAY	<input type="checkbox"/>	<input type="checkbox"/>
JUNE	<input type="checkbox"/>	<input type="checkbox"/>
JULY	<input type="checkbox"/>	<input type="checkbox"/>
AUG.	<input type="checkbox"/>	<input type="checkbox"/>
SEPT.	<input type="checkbox"/>	<input type="checkbox"/>
OCT.	<input type="checkbox"/>	<input type="checkbox"/>
NOV.	<input type="checkbox"/>	<input type="checkbox"/>
DEC.	<input type="checkbox"/>	<input type="checkbox"/>

2012 ADVERTISING PLANNERS

Convenience Store News
www.CSNews.com

**Convenience Store News
FOR THE
Single Store Owner**
www.SingleStoreOwner.com

**Stagnito
MEDIA**
www.StagnitoMedia.com

FEBRUARY

Space Close: 1/16/12
 Material Close: 1/19/12

APRIL

Space Close: 3/16/12
 Material Close: 3/19/12

JUNE

Space Close: 5/14/12
 Material Close: 5/16/12

EXCLUSIVE FEATURES

SPECIAL REPORT: 2012 INDUSTRY FORECAST FOR THE SINGLE STORE OWNER

Economic outlook for the C-store industry, plus forecasted sales for Motor Fuel, Cigarettes, OTP, Packaged Beverages, Malt Beverages, Candy/Gum and Snacks

SPECIAL REPORT: SSO WHOLESALER EXCELLENCE AWARDS

Retailers AND suppliers will be asked to submit nominations for the convenience industry's top wholesalers in each of five performance categories:



- Partnership Relationship with Retailers
- Inventory Control (On-Time Delivery, In-Stock, etc.)
- Speed to Market
- Plannogramming for Profits
- Product Education and Sales Literature On-Time In-Stock

SPECIAL REPORT: CSNEWS' REALITIES OF THE AISLE: HOW CONSUMERS SHOP C-STORES

CSNew's exclusive consumer study on shopping behavior for Cigarettes, Foodservice, Packaged Beverages, Malt Beverages, Candy/Gum, Snacks, Fuel and more

BONUS FEATURES

TOBACCO

- 2012 Cigarette Forecast
- 2012 OTP Forecast, including Cigars and Moist Smokeless Tobacco

- Exclusive New Retailer Tobacco Category Management Study
- Lessons from the Leaders – Best Practices in Tobacco Category Management
- What's New in Tobacco

HOW TO FOODSERVICE

- What Type of Prepared Food Programs Work Best for Single Stores?

- How to Source Foodservice Programs for Single Stores

- What Kind of Foodservice Equipment is Best-Suited for Single Stores?

COLD VAULT

- Packaged Beverages Forecast, including Carbonated Soft Drinks, Alternative Drinks and Bottled Water
- Malt Beverages Forecast, including Beer and Malt Beverages

- Alternative Beverages (such as Energy, Relaxation and Functional Drinks)
- What's New for the Cold Vault

CANDY AND SNACKS

- Special Consumer Snacking Study from General Mills
- Candy Forecast, including Chocolate, Non-Chocolate, Gum and Mints
- Snacks Forecast, including Salty Snacks, Baked Snacks and Alternative Snacks

IN-STORE MERCHANDISING

- General Merchandise
- Prepaid Products
- What's New in Store

EVENTS AND BONUS DISTRIBUTION

- **AWMA** • Feb. 15-17
Las Vegas, NV • Paris Hotel
- **WPMA** • Feb. 21-23
Las Vegas, NV • The Mirage

- **NATO Show**
April 24-26
Las Vegas, NV
Paris Hotel

- **IDDBA**
June 10-12
New Orleans, LA
New Orleans Conv. Center

AUGUST

Space Close: 7/13/12
 Material Close: 7/16/12

OCTOBER

Space Close: 9/13/12
 Material Close: 9/17/12

DECEMBER

Space Close: 11/15/12
 Material Close: 11/19/12

EXCLUSIVE FEATURES

SPECIAL REPORTS:

DAY IN THE LIFE OF A SINGLE STORE OWNER

SSO's exclusive look behind the scenes of an independent C-store

THE 2012 INDUSTRY REPORT FOR THE SINGLE STORE OWNER

The only compilation of sale performance on single stores. Covers all major product categories sold in a convenience store, plus key operational data.

NACS Show Issue!
 Power Pack Series – On-Floor Issue

SPECIAL REPORTS:

THE 2012 FOODSERVICE STUDY FOR THE SINGLE STORE OWNER

Latest research on the performance and operations of C-store foodservice, with comparisons between single stores and chains

2012 TECHNOLOGY STUDY FOR THE SINGLE STORE OWNER

- How convenience stores invest their technology dollars
- Hottest technology trends in retailing
- What's new in security and loss prevention

THE TOP 25 WHOLESALERS

CSNews' Exclusive List of the Top Wholesalers to the Convenience Channel

CSNEWS' BEST NEW PRODUCTS AWARDS

Consumers judge the top new products in 20 convenience store product categories.

BONUS FEATURES

TOBACCO

- Cigarettes
- Cigars
- Smokeless
- Other OTP

- Other Tobacco Products
- What's New in Tobacco

HOW TO FOODSERVICE

- Accounting, Financial Analysis and Measuring Success of a Single Store Foodservice Operation

- What Are the Basics of Food Safety and Sanitation?

- Menu Development and Management for Single Stores

COLD VAULT

- Beer
- Carbonated Soft Drinks
- Energy Drinks
- Bottled Water
- Sports and Juice Drinks
- Dairy

- Carbonated Soft Drinks
- What's New in the Cold Vault

- Beer
- What's New for the Cold Vault

CANDY AND SNACKS

- Chocolate and Non-Chocolate
- Gum and Mints
- Salty and Meat Snacks
- Packaged Sweet Snacks

- Chocolate Candy
- What's New in Candy and Snacks

IN-STORE MERCHANDISING

- Grocery
- General Merchandise
- Ice Cream and Frozen Novelties
- HBC and Energy Shots
- Other In-Store Products

- Grocery
- What's New in Store

- General Merchandise
- HBC
- What's New in Store

EVENTS AND BONUS DISTRIBUTION

HISPANIC RETAIL 360 Summit

August 15-17
 Los Angeles, CA
 JW Marriott at LA Live



NACS Show

October 7-10
 Las Vegas, NV
 Las Vegas Conv. Center