

2012 Editorial Calendar*

January

Featured Topics

Omega Fats
Enteral Nutrition
Weight Loss

Featured Departments

50+ Nutrition
Foodservice
Sports Nutrition

SPACE DEADLINE: December 5
MATERIALS DUE DATE: December 23

RECRUITMENT AD DEADLINE: January 5

BONUS DISTRIBUTION

ASPEN Clinical Nutrition Week

February

(American Heart Month)

Featured Topics

Heart Health
Vegetarian Nutrition
Chocolate

Featured Departments

Diabetes
Clinical Nutrition Support
Vitamins and Supplements

SPACE DEADLINE: January 9
MATERIALS DUE DATE: January 27

RECRUITMENT AD DEADLINE: February 2

BONUS DISTRIBUTION

Expo West

March

(National Nutrition Month)

Featured Topics

Healthy Aging
Antioxidants
Break for Breakfast

Featured Departments

Children's Health
Diabetes
Food Allergies and Intolerances

SPACE DEADLINE: February 6
MATERIALS DUE DATE: February 24

RECRUITMENT AD DEADLINE: March 1

April

Featured Topics

Sports Nutrition
Functional Foods
Fiber

Featured Departments

Digestive Wellness
50+ Nutrition
Foodservice

SPACE DEADLINE: March 5
MATERIALS DUE DATE: March 23

RECRUITMENT AD DEADLINE: March 29

BONUS DISTRIBUTION

SCAN, California Dietetic Association Conference

May

(National Celiac Disease Awareness Month)

Gluten-Free Buyers' Guide

Featured Topics

Women's Health
Mediterranean Diet
Gluten Free and Healthy

Featured Departments

Diabetes
Food Allergies and Intolerances
Heart Health

SPACE DEADLINE: April 2
MATERIALS DUE DATE: April 20

RECRUITMENT AD DEADLINE: April 26

June

(Men's Health Month)

Featured Topics

Whole Grains
Men's Health
Smart Snacks

Featured Departments

Children's Health
Digestive Wellness
Heart Health

SPACE DEADLINE: April 30
MATERIALS DUE DATE: May 18

RECRUITMENT AD DEADLINE: May 23

BONUS DISTRIBUTION

Florida Dietetic Association Annual Symposium

*Subject to change



2012 Editorial Calendar*

July

Featured Topics

Foodservice
School Nutrition
Probiotics

Featured Departments

Diabetes
Food Allergies and Intolerances
Sports Nutrition

SPACE DEADLINE: May 29
MATERIALS DUE DATE: June 15

RECRUITMENT AD DEADLINE: June 21

BONUS DISTRIBUTION

Association of Nutrition and
Foodservice Professionals (ANFP),
formerly DMA
Florida Dietetic Association
Annual Symposium

August

Diabetes Buyers' Guide

Featured Topics

Diabetes Management
Infant/Toddler Nutrition
Dairy Substitutes

Featured Departments

Diabetes
50+ Nutrition
Heart Health

SPACE DEADLINE: June 25
MATERIALS DUE DATE: July 13

RECRUITMENT AD DEADLINE: July 19

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September

(National Cholesterol Education
Month)

Featured Topics

Food Allergies
Sweeteners
Whole Grains

Featured Departments

Children's Health
Digestive Wellness
Vitamins and Supplements

SPACE DEADLINE: July 30
MATERIALS DUE DATE: August 17

RECRUITMENT AD DEADLINE: August 23

BONUS DISTRIBUTION FNCE

October

Featured Topics

Frozen Foods
Dairy
Hospital Nutrition

Featured Departments

50+ Nutrition
Foodservice
Sports Nutrition

SPACE DEADLINE: September 4
MATERIALS DUE DATE: September 21

RECRUITMENT AD DEADLINE: September 27

BONUS DISTRIBUTION FNCE

November

(American Diabetes Month)

Featured Topics

Diabetes Diet
Gluten-Free Goodness
Overweight and Obesity Issues

Featured Departments

Diabetes
Food Allergies and Intolerances
Heart Health

SPACE DEADLINE: October 15
MATERIALS DUE DATE: November 2

RECRUITMENT AD DEADLINE: November 8

December

Annual Buyers' Guide

Featured Topics

Fiber
Healthy Holiday Foods
Children's Nutrition

Featured Departments

Children's Health
Digestive Wellness
Vitamins and Supplements

SPACE DEADLINE: November 12
MATERIALS DUE DATE: November 30

RECRUITMENT AD DEADLINE: December 6

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