

MEDIA KIT 2010

today's dietitian

2010 EDITORIAL CALENDAR

ADVERTISING SPACE DEADLINES

ISSUE	CONTENT	FEATURED DEPARTMENTS	BONUS DISTRIBUTION	PRODUCT	RECRUITMENT
January	Clinical Nutrition Support Beneficial Bacteria/ Probiotics	Boomer Health Dynamics of Diabetes Supplement Spotlight	Nutrition Week (ASPEN)	Dec. 14	Jan. 7
February American Heart Month	Eating for a Happy Heart Omega Fats	Allergy & Intolerance Awareness Foodservice Forum Nutrition Support 360	Expo West	Jan. 11	Feb. 4
March National Nutrition Month	Prenatal & Infant Nutrition Sports Nutrition	Children's Health Dynamics of Diabetes The Heart Beat	SCAN	Feb. 8	March 4
April	Gluten-Free Buyers' Guide Gluten Free for Life Antioxidants	Boomer Health Nutrition Support 360 Supplement Spotlight		March 8	April 1
May	Fiber-Boosting Foods Organics	Allergy & Intolerance Awareness Dynamics of Diabetes Foodservice Forum		April 5	April 29
June	Healthy Grains Foodservice & Safety	Children's Health Nutrition Support 360 The Heart Beat	DMA	May 3	May 27
July	Curb Your Cholesterol Children's Health	Boomer Health Dynamics of Diabetes Supplement Spotlight		May 31	June 24
August	Diabetes Buyers' Guide Diabetes Technology Digestive Health	Allergy & Intolerance Awareness Foodservice Forum Nutrition Support 360	AADE	June 28	July 22
September	Smart Snacking Vegetarian & Vegan Nutrition	Children's Health Dynamics of Diabetes The Heart Beat		July 26	Aug. 19
October Celiac Disease Awareness Month	Healthy Convenience Fortified & Enhanced Foods	Boomer Health Nutrition Support 360 Supplement Spotlight	FNCE	Sept. 6	Sept. 30
November American Diabetes Month	Diabetes Benefits of Soy	Allergy & Intolerance Awareness Dynamics of Diabetes Foodservice Forum	FNCE	Oct. 4	Oct. 28
December	2011 Buyers' Guide Weight Control Healthy Aging	Children's Health Nutrition Support 360 The Heart Beat		Nov. 15	Dec. 9

Other regular departments include Culinary Corner, Focus on Fitness, and LTC Concerns.

Content and bonus distributions are subject to change without notification.

Please note that there will be bonus distributions at many state and regional conferences not listed on this calendar.