

2011 EDITORIAL CALENDAR

JANUARY/FEBRUARY

AD CLOSE: JANUARY 4
MATERIALS DUE: JANUARY 12

> COVER STORY THE FUTURE OF RETAIL

The world of retail is evolving before our eyes. We'll take a look at what's happening and what's to come.

CATEGORY ANALYSIS:
Baby Foods

BONUS DISTRIBUTION:

WESTPACK FEB. 8-10, ANAHEIM, CA
PACKAGE DESIGN & DEV. SUMMIT EXPO
MARCH 1-3, ST. PETERSBURG, FL
**FLEXIBLE PACKAGING ASSOCIATION
ANNUAL MEETING** MARCH 9-11, RITZ
CARLTON GOLF RESORT, NAPLES, FL

ADVERTISER BONUS:
> **Advertising Effectiveness & Benchmark Survey**
The January/February issue will be sent to a select group of advertisers to review your ad. See the result generated by your ad. FREE for advertisers.

MARCH

AD CLOSE: FEBRUARY 7
MATERIALS DUE: FEBRUARY 14

> COVER STORY BRANDS TO WATCH

Short on budgets, but big on creativity, these independent brands are on the verge of getting noticed. We offer inside perspective on how they make the most of limited resources to turn out relevant, well-designed packaging.

CATEGORY ANALYSIS:
Oral Care

BONUS DISTRIBUTION:

**SUMMIT MEETING OF THE PACKAGING
INDUSTRY DATES TBD**
SOUTH PACK MARCH 16-17, ORLANDO, FL

ADVERTISER BONUS:
> **Free telemarketed leads**
by category through our Lead ADvantage Program.

APRIL

AD CLOSE: MARCH 8
MATERIALS DUE: MARCH 16

> COVER STORY SUSTAINABLE PACKAGING

An entire issue dedicated to the latest trends and ideas in the ongoing effort to go green. Includes the Sustainable Packaging Design Gallery, our annual look at packaging with a creative impact on the environment.

CATEGORY ANALYSIS:
Confections

BONUS DISTRIBUTION:

FMI FUTURE CONNECT
DATES TBD

ADVERTISER BONUS:
> **Sustainable Packaging Advertising Package:**
Run a full page ad in our April, July and December issues and receive a free full page corporate profile advertorial to run in the April or July issue.

JULY

AD CLOSE: JUNE 15
MATERIALS DUE: JUNE 23

THE CONSUMER ISSUE

After a couple of tumultuous years, where do consumers stand? And how do brands fit in with the new consumer culture?

CATEGORY ANALYSIS:
Consumer Electronics

SUSTAINABILITY UPDATE:
A mid-year review of the trends and issues impacting sustainable packaging in 2011

ADVERTISER BONUS:
> **Sustainable Packaging Advertising Package:**
Run a full page ad in our April, July and December issues and receive a free full page corporate profile advertorial to run in the April or July issue.

AUGUST

AD CLOSE: JULY 5
MATERIALS DUE: JULY 13

THE TECHNOLOGY ISSUE

We'll look at innovative materials, shopper technologies and packaging innovations that are driving relevant shopper and consumer experiences.

CATEGORY ANALYSIS:
Beverages

PTS PREVIEW:
We'll look at the brands and topics headlining our much-anticipated Packaging that Sells conference

ADVERTISER BONUS:
> **Packaging That Sells/Pack Expo Advertising Package:** *Run a full page ad in our August, September/October and November issues and receive a free full page corporate profile advertorial to run in the August, September/October or November issue.*

SEPTEMBER/OCTOBER

AD CLOSE: AUGUST 15
MATERIALS DUE: AUGUST 23

THE DESIGN ISSUE

Design has become a key differentiator for consumer brands. We'll look at the ways design can inform your brand. How does it aid brand strategy? How can it build loyalty with consumers?

CATEGORY ANALYSIS:
Pet Care

BONUS DISTRIBUTION:
PACK EXPO INTERNATIONAL
SEPT. 26-28, LAS VEGAS, NV
**BRANDPACKAGING THAT SELLS
CONFERENCE** - TBA

ADVERTISER BONUS:
> **Packaging That Sells/Pack Expo Advertising Package:** *Run a full page ad in our August, September/October and November issues and receive a free full page corporate profile advertorial to run in the August, September/October or November issue.*

MAY/JUNE
AD CLOSE: MAY 16
MATERIALS DUE: MAY 23



BRANDINNOVATORS

BRANDPACKAGING recognizes the industry's rising stars in our BRANDINNOVATORS special edition. It's our annual look at the influentials who are keeping packaging at the forefront of brand marketing.

CATEGORY ANALYSIS:
Confections

BONUS DISTRIBUTION:

LUXE PACK MAY, 2011

EASTPACK JUNE 7-9, NEW YORK, NY

IFT ANNUAL MEETING & FOOD EXPO
JUNE 11-15, NEW ORLEANS, LA

BRAND[®] PACKAGING

ELEVATING PACKAGING IN THE MARKETING MIX

IN EVERY ISSUE

BRAND PROFILES

A detailed profile of a consumer packaged goods company and its key marketing and brand design executives. Past profiles include Target, Procter & Gamble, The Coca-Cola Company, TerraCycle and Safeway.

NEXT + NOW

This front-of-book section highlights trends, business intelligence and insights in bite-size portions.

BRAND NEW

Our makeover column features dramatic rebranding initiatives where packaging is central to the strategy. Bookmark <http://brandnew.brandpackaging.com>

JUST OUT

We take a global look at the most innovative new packages, and tell you why they matter. Bookmark <http://justout.brandpackaging.com>

THE BOTTOM LINE

A monthly department that takes a case study approach to advocate the business value of design.

FEATURED ON www.brandpackaging.com

- + Online-only features
- + Daily new products coverage
- + Expert opinions on issues of the day
- + Design firm directory
- + Sustainable design gallery

NOVEMBER
AD CLOSE: OCTOBER 5
MATERIALS DUE: OCTOBER 13

> COVER STORY GLOBALIZATION

Is the world still flat? Brands are rethinking whether it's best to act big or small, global or local. We'll look at where things stand and offer advice on how to navigate the murky waters.

CATEGORY ANALYSIS:
Snack foods

BONUS DISTRIBUTION:

PLMA PRIVATE LABEL TRADE SHOW
DATES TBD

ADVERTISER BONUS:

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> **Free telemarketed leads** by category through our Lead ADvantage Program

DECEMBER
AD CLOSE: NOVEMBER 1
MATERIALS DUE: NOVEMBER 9

DESIGN GALLERY 2011

DESIGN GALLERY is a design annual unlike any other. Not just a study in good design, it's a look at how strategic package design makes strong shelf impact, meets consumer, shopper and retailer needs and conveys the brand story.

FEATURES:

60 innovative packages in a variety of product categories and material types—flexible, paperboard, glass, metal, and rigid plastic.

A global perspective of packaging launched in 2011

Directory of brand identity and package design firms.

Full page advertisers in this issue get upgraded animated ad on online edition.

An indispensable resource and source of inspiration for brand owners and their package design and development teams.

