

| ISSUE DATE | EDITORIAL FEATURES   | AD CLOSE MATERIAL DUE | INDUSTRY EVENTS   |
|------------|--|-----------------------|---|
| Jan. 9     | MMR Mass Retailer of the Year: TARGET; MMR Supermarket Retailer of the Year: HY-VEE; Merchant of the Year: Dorlisa Flur, FAMILY DOLLAR; Lifetime Achievement: Jim Sinegal, COSTCO<br>• Diet & Nutrition Innovation • Special Report on CES/PMA | Dec. 14<br>Dec. 14    | CES, 1/3-1/6<br>RETAILER OF THE YEAR EVENT, ECRM Front End, 1/9<br>CES/PMA, 1/10<br>ECRM Vitamin, 1/16                                  |
| Jan. 23    | Cosmetics, Bath & Fragrance • Batteries • Topical Analgesics • Household/Pet Care<br>• Supply Chain/Retail Technology  | Dec. 28<br>Jan. 4     | ECRM Cosmetic/Bath, 1/29<br>ECRM Pet/Household, 1/29  |
| Feb. 6     | HBA Vendor Outlook 2012 • Kids/Tweens HBA • Category Outperformers: Beauty and Personal Care • Toy Fair Report • Seasonal GM and Social Expressions  | Jan. 11<br>Jan. 18    | Toy Fair, 2/12<br>ECRM Winter Candy, 2/19<br>ECRM Snack, Beverage, 2/20<br>ECRM Global Beauty, 2/19                                     |
| Feb. 20    | Hair Care • Men's Grooming • Cough/Cold Special Section • Grocery/Snacks & Candy/Beverages • Natural and Homeopathic Remedies  | Jan. 25<br>Feb. 1     | ECRM Cough/Cold, 2/26   |
| Mar. 5     | Special Feature: KMART AT 50 • Household Cleaning and Detergents • As Seen on TV • Housewares • Candles and Lighters • Who's Who in Private Equity   | Feb. 8<br>Feb. 15     | ECRM Private Equity, 3/7<br>Expo West, 3/9<br>Int'l Housewares Show, 3/10   |
| Mar. 19    | Chain Profile: AHOLD USA • Skin Care • Family Planning and Sexual Wellness • Home Health/DME • Oral Care   | Feb. 22<br>Feb. 29    | ECRM Home Health, 3/25  |
| Apr. 16    | NACDS Annual Meeting Issue • Hispanic Products • IRI HBA Product Movement Report • Front-End Report • Grocery/Snacks & Candy/Beverages • Rx Report • Private Label Profiles in Quality   | Mar. 21<br>Mar. 28    | ECRM Private Brands Food, 4/15<br>ECRM Fresh/Frozen Food, 4/16<br>NACDS Annual Meeting, 4/21  |
| May 14     | Special Feature: TARGET AT 50 • Annual Report I – Supermarket, Drug, Discount, Club • Women's Beauty • Diet/Nutrition • GM Sales Report • Sunglasses and Readers • Home/Office • Celebrity Marketing   | Apr. 18<br>Apr. 25    | FMI Annual Meeting, 5/1<br>ECRM Private Brands HBA, 5/6<br>ECRM International HBC, 6/3<br>NCA Sweets & Snacks, 5/8<br>ECRM Office, 5/15 |
| June 18    | NACDS Marketplace Issue • Top 100 Markets • Marketplace Showcase • Ethnic HBA • The Fragrance Report • Natural/Organic Green Initiative • Supplier Diversity • The Most Influential People in Mass Market Retailing                            | May 23<br>May 30      | GMDC GM Show, 6/1<br>NACDS Marketplace, 6/23<br>ECRM Spring Candy, 6/10   |
| July 9     | Sun Care • Who's Who in Diet and Nutrition • Cosmetics/Nail Care   | June 13<br>June 20    | ECRM Sun Care, 7/8<br>ECRM Cosmetics, 7/9<br>ECRM Diet/Nutrition, 7/15  |
| July 23    | Special Feature: WALMART AT 50 • Skin/Hair Care • Innovation in General Merchandise • Trial and Travel   | June 27<br>July 5     | ECRM Travel/Accessories, 7/23<br>ECRM Household/GM, 7/22<br>ECRM Skin/Hair Care, 7/29   |
| Aug. 6     | New & Noteworthy at Marketplace • Innovation in Personal Care • Pet Supplies • Rx Growth Channels  | July 11<br>July 18    | ECRM Personal Care, 8/12<br>ECRM Center Store, Grocery, Snack & Beverage, 8/12  |
| Aug. 20    | Special Feature: SHOPKO AT 50 • Natural Food/Snacks/Beverages • Hispanic Products • Innovation in Health Care • Front End  | July 25<br>Aug. 1     | NACDS Rx, 8/25<br>ECRM Health Care, 8/26  |
| Sept. 3    | Personal Soaps/Body Washes • Home/Office • Grocery/Snacks & Candy/Beverages • Foot Care • Diabetic O-T-Cs • Intimacy   | Aug. 8<br>Aug. 15     | ECRM School/Office, 9/9<br>ECRM Center Store, Snack & Beverage, 9/10<br>ECRM Candy Planning, 9/9  |
| Sept. 17   | IRI HBC Category Study • Women's Health • Eye & Ear Care • Natural HBAs • Digestives and Pain Remedies • Social Expressions • Candles and Lighters   | Aug. 22<br>Aug. 29    | ECRM Health Mgmt. 9/30<br>GMDC Health/Wellness 9/21<br>Expo East, 9/22  |
| Oct. 15    | Chain Profile: DOLLAR TREE • Value Brands • Oral Care Special Section • Category Outperformers: O-T-C • Who's Who in Private Equity II   | Sept. 19<br>Sept. 26  | ECRM Private Equity, 10/1   |
| Oct. 29    | Special Annual Feature: PEOPLE MAKING A DIFFERENCE • Vendor Close-Ups • First Aid • Skin Care  | Oct. 3<br>Oct. 10     | MMR "People Event"  |
| Nov. 12    | Store Brands • Grooming • Grocery/Snacks & Candy/Beverages • Who's Who in Baby Care  | Oct. 17<br>Oct. 24    | PLMA, 11/11   |
| Nov. 26    | Hair Care • Diet/Nutrition • Home Cleaning/Housewares • Seasonal GM  | Oct. 31<br>Nov. 7     |   |
| Dec. 10    | ANNUAL WALMART REPORT • Top 150 HBC/GM Products by Trade Class • CES/PMA Preview   | Nov. 14<br>Nov. 21    | Annual Walmart Event  |