

2021 EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL FEATURES	AD CLOSE/ MATERIAL DUE	INDUSTRY EVENTS
Jan. 11	MMR Retailer of the Year – TARGET • MMR Merchant of the Year – Dollar General • Regional Chain of the Year – H-E-B • Lifetime Achievement – Mark Panzer • Omnichannel Retailer of the Year – Walmart • Beauty Care: Skin / Cosmetics / Fragrance / Bath • Food & Beverage Shopper Report	Dec. 14 Dec. 21	Retailer of the Year ECRM Cosmetics / Bath / Fragrance
Jan. 25	OTC Special Report: Cough-Cold / Allergy / Pain / Digestives Sleep • CBD Health, Beauty & Wellness • Front End / Impulse • GM Report	Jan. 5 Jan. 12	ECRM Cough-Cold ECRM Front End / Impulse ECRM CBD Wellness
Feb. 22	HBA Vendor Outlook 2020 • Supplier Diversity • Oral Care • Hair Care • Front End / Impulse • Food / Candy / Beverages • Aromatherapy Products • Pet Care	Feb. 2 Feb. 9	ECRM Grocery / Snacks / Bev
Mar. 22	Clean HBA • Skin Care • Men's Grooming • Innovation in VMS • Family Planning / Sexual Wellness / Women's Health • Private Label Profiles in Quality • MMR's Retailer of the Decade - WALMART	Mar. 2 Mar. 9	ECRM Private Label ECRM Vitamin
Apr. 19	NACDS Annual Meeting Issue • GM Profiles • IRI HBA Product Movement Report • Front End Report / Food / Candy / Beverages • OTC / Wellness • Pet Care • Who's Who in CBD	Mar. 29 Apr. 5	NACDS Annual Meeting ECRM Pet ECRM Household / GM
May 24	Annual Report of the Food, Drug and Mass Retail Industries • Beauty Care: • Hair Care • Skin Care • Cosmetics / Nails • Bath • Multicultural • CBD Beauty • Diet and Nutrition • Natural to Mass • Sustainability	May 3 May 10	ECRM Cosmetics / Skin / Hair / Ethnic Housewares Show Expo West
June 21	The Most Influential Women in Mass Market Retailing • Beauty Care Impact Brands • Special Candy / Snacks Section	June 1 June 8	MMR Women's Event Sweets & Snacks Expo

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July 12	Innovation in Personal Care • General Merchandise / Home Care / Hardware / ASOTV • Beverage / Grocery • Special Section on Baby Care and Mother Care • Immunity Spotlight	June 22 June 29	ECRM Personal Care / Baby / Sun Care ECRM Healthcare ECRM Housewares ECRM Cons Tech
July 26	Full Issue Study: Warehouse Clubs • Innovation in Consumer Health Care • CBD Virtual Roundtable in Print • Toys / School / Office	July 7 July 14	ECRM Hemp/CBD HBC
Aug. 16	NACDS TSE Issue • Hot New Product Showcase • Top 100 FDM Markets Report • Top 50 Mass Retailing Executives • Supplier Diversity Special Section • ECRM Health & Beauty CBD • Natural / Organic / Green • Beauty Care • CBD New Products • Pet Care Trends	July 26 Aug 2	NACDS TSE ECRM School / Office Toy, Learning Cosmoprof
Sept. 13	Who's Who in VMS • Consumer Technology • Clean Products • Oral Care Spotlight • Virtual Roundtable in Print: Black-Owned Businesses and the Mass Market	Aug. 24 Aug. 31	ECRM VMS ECRM Consumer Tech
Oct. 11	GM Report • Digestives / Probiotics • ECRM Food, Beverage, Pet CBD • OTC Impact / Niche Brands Report • CBD Movers & Shakers	Sept. 21 Sept. 28	ECRM Food, Beverage, Pet CBD ECRM Plant-Based, Keto Food, Bev
Oct. 25	Full Issue Study: Dollar, Specialty and E-Commerce Retailing • Trend Spotlight: Skin Care	Oct. 5 Oct. 12	
Nov. 15	People Making a Difference • Vendor Close-Ups • Personal Hygiene • Consumer Health • IRI HBA Category Shopper Report • Trend Spotlight: Healthy Foods, Beverages and Snacks • Home Safety Products	Oct. 26 Nov. 2	MMR People Event
Nov. 29	Retail Brands Report • Hair Care • Grooming / AP / DEO • CBD Outlook 2021 • Chain Profile	Nov. 10 Nov. 17	
Dec. 13	Annual Walmart Issue / The Women Of Walmart • Made in USA Products • Top 150 HBC/GM Products by Trade Class • Multicultural Beauty • Pet Care	Nov. 23 Dec. 1	

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