

2024 NACS Magazine Editorial Calendar

The award-winning *NACS Magazine* provides industry-leading analysis of trends and practical tips for the global convenience industry.

NACS

Magazine

Issue	Editorial Themes	Ad Close (Materials Due)	Mail Date	Online
JAN	Investing In Technology Technology Roadmap Data Tools Today's Nicotine Consumer Category Closeup: Other Tobacco Products	12/04/23 (12/11/23)	1/3	TBA
FEB	On Your Behalf Industry Advocacy 2024 U.S. C-Store Count Category Closeup: Alternative Snacks + Exclusive bonus distribution: NACS Leadership Forum	1/4 (1/11)	2/2	TBA
MAR	Foodservice Future Data-Driven Foodservice Food Packaging Top 100 Retailers Category Closeup: Prepared food + Exclusive bonus distribution: NACS Day on the Hill; NACS HR Forum	2/1 (2/8)	3/1	TBA
APR	Get Ready for Summer Drive Consumer Fuels Report Stocking Road Trip Essentials Vehicle Maintenance Category Closeup: Beer (sidebar: wine/liquor) + AdLift™ Study, conducted by Signet Research LLC + Exclusive bonus distribution: NACS State of the Industry (SOI) Summit; Connexus Annual Summit	2/23 (3/1)	3/25	TBA
MAY	Cultivating Leaders and Attracting Employees NACS Leadership Forum Hiring and Retaining Managers CEO Insights Category Closeup: Packaged Beverages	4/2 (4/9)	5/1	TBA
JUN	NACS State of the Industry Exclusive Coverage Industry Overview Top Merchandise Categories SOI Coverage Foodservice Category Closeup: Candy + Exclusive bonus distribution: NACS Convenience Summit Europe	4/26 (5/3)	6/3	TBA

NACS
COOL
NEW
PRODUCTS

In every issue!

More than 30,000 new products enter the market each year, and with innovation representing around 20% of a convenience store's set, new products are powerful. **NACS Cool New Products (CNP) spotlights new packaging solutions, merchandising displays, technology, product designs and exciting new flavors.** We offer several year-round ways to get your brand in front of industry decision-makers and help them discover what's new—and cool—in the convenience channel, including our *Cool New Products Guide*, which appears in each monthly issue of *NACS Magazine*, and our digital Cool New Products Discovery Center.

Issue	Editorial Themes	Ad Close (Materials Due)	Mail Date	Online
JUL	Transportation Energy Lower Carbon Gasoline State of Electric Charging Forecourt Design Trends Category Closeup: Commissary	5/28 (6/4)	7/2	TBA
AUG	NACS Show First Look NACS Convenience Summit Europe Evolving Social Media Strategies CBD and Cannabis Category Closeup: Packaged Sweet Snacks + Message Impact™ Ad Study, in partnership with Readex Ad Study	6/26 (7/3)	8/1	TBA
SEP	NACS Show Preview Education Session Previews POS Systems New Ideas in Merchandising Category Closeup: Hot Dispensed Beverages	7/29 (8/5)	9/3	TBA
OCT	NACS Show Issue Category Closeup: Salty Snacks + Exclusive bonus distribution*: NACS Show (October 7-10, 2024; Las Vegas) <i>*the only magazine available on site at the Show</i>	8/26 (9/5)	10/1	
NOV	NACS Show Exclusive Coverage 2024 NACS Show Wrap-up Top 10 Cool New Products Store Security Category Closeup: Cold and Frozen Dispensed Beverages	10/11 (10/15)	11/5	TBA
DEC	C-Stores Are Community Stores How to Deepen Your Community Ties Best Practices for Hiring Back Bar Trends Category Closeup: Cigarettes	10/31 (11/7)	12/3	TBA

Discover How Convenience Industry Buyers and Decision Makers Relate to Your Ad

April 2024 AdLift™ Study, conducted by Signet Research

The SIGNET AdLift™ Study measures the change in awareness and purchase intent of the advertised product/tech/service due to ads that appeared in the April issue of *NACS Magazine*. The “lift” scores for each ad allows advertisers to gauge the success of their ad(s) in raising awareness and purchase intent among readers who saw their ad—and assess the return on investment of their media buy.

August 2024 Message Impact Ad Study, in partnership with Readex Research.

Receive valuable feedback on the effectiveness of your ad from c-store buyers and decision makers. The annual ad study, in partnership with Readex Research, is included at no extra cost for those who advertise with a full page (or more) in the August issue of *NACS Magazine*. You'll get a customized report with verbatim feedback and insights into how readers perceive your ad's messaging and design, as well as their planned actions—giving you an edge over your competitors ahead of the 2024 NACS Show and 2025 budget and planning cycles. (Ad Report delivered mid-September.)

Contact Us

Access our complete Media Kit, include ad rates, specs and submission details, online at nacsmediakit.convenience.org. Contact your NACS Media sales rep today to create a plan.



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