

Michigan Food News

Connect with your target market

In Every Issue

■ **Advertiser Index**
Readers can find your ad quickly using this at-a-glance index toward the front of the magazine.

Readers Turn to The *Michigan Food News* Every Month For:

■ **President's View**
Get the straight-from-the-top scoop on association and other activities.

■ **People & Industry News**
Keep current on acquisitions, staff changes and other business news from Michigan.

■ **It's the Law**
Stay abreast of new laws, amendments and other legal obligations.

■ **Member Profile**
Go inside retailers, suppliers and other food industry businesses for an in-depth look at operations.

■ **Public Profile**
See where Michigan legislators and department heads stand on legislation, regulations and other issues that impact Michigan's grocers.

■ **Legislative News**
Find comprehensive coverage of legislative issues and regulatory changes at the state and federal level.

■ **Agency Outlook**
Find out what's happening in Michigan's state departments that affects your business.

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2011 Editorial Calendar

If your market is Michigan, shouldn't your advertising be there too?

No one beats the *Michigan Food News* at reaching Michigan's top decision-makers at chain and independent supermarkets and food, beverage and equipment manufacturers, wholesalers, brokers, distributors and service providers.

Michigan Food News is a monthly trade magazine dedicated to reporting on issues, trends and strategies that Michigan's food retailers can use to successfully operate in Michigan.

Getting your message to the right people is critical to success. Let the best Michigan-focused circulation in the food industry make your job easier.

64 percent of *Michigan Food News* survey respondents said they try to support *Michigan Food News* advertisers with their business whenever possible!

January

Whole Health Solutions
We'll examine how retailers can best bring wellness solutions, plus natural and organic products, into the traditional store mix.

February

Professional Services
Find out how seasoned accounting, legal, banking, insurance and consulting professionals can help retailers yield savings.

March

Deli and Bakery issue
How can retailers make the most of their delis and bakeries? Find ways to attract today's consumers to these key departments.

April

General Merchandise/ Health & Beauty Care
Explore how the various GM/HBC segments are faring at the grocery store. Should you expand your non-food offerings?

May

"Made In Michigan" issue
This much-anticipated issue highlights Michigan food, wine, agriculture products and more. One of the year's biggest issues, this issue features everything Michigan and more.

June

Beverage issue
New beverage products continue to flood the industry. What's got staying power? What doesn't? Find ways to take advantage of the expanding beverage category.

July

Focus on Fresh
A look at what's new in produce, floral and other "fresh" categories to help retailers elevate stores to new levels of success.

August

Supplies & Equipment
From cold and hot cases to lighting and flooring to checkout lanes and more, see how Michigan retailers can benefit from what's new in the supply and equipment industries.

September

MGA Conference issue
Our most-read edition highlights MGA's Fall Conference. The issue also salutes MGA Associate Members.
Bonus Distribution:
MGA Conference

October/November

Conference Wrap Up/Holiday Promotions issue
The October and November issues are combined into one to increase exposure time for advertisers. Published in late October, this issue provides a MGA Conference Wrap-up and highlights what's new for the holidays to help retailers gear up for this busy season. There is no additional cost to advertise in this issue, which provides an excellent opportunity to extend holiday wishes to the trade.

December

"Snack Attack" issue
The Super Bowl kicks off National Snack Food Month, prompting a look at new products and trends in Michigan's snack business. Find out what you need on the shelf to capitalize on snack food sales.