






# 2025 Content Calendar

*Sponsorships Available*

Issue	Cover Story	Features	Category Coverage	Bonus Distribution	Multimedia Opportunities
<b>January</b> Close: 12/4/24 Mats Due: 12/9/24	<b>C-Suite in the Hot Seat</b> Interviews with Top 202 CEOs about the state of the industry	Tobacco Regulations Grand Openings	Tobacco: Cigarettes Foodservice: Grab and Go Truckstops Car Wash Technology		Digital Package: Up-and-Coming Leaders Podcast: Executive Interview
<b>February</b> Close: 1/8 Mats Due: 1/14	 <b>Elevating Women in Convenience</b> Profiling women in the industry who have advanced in their careers, plus relevant data and CSW event coverage	Foodservice Dayparts M&A Year in Review	Tobacco: E-Cigarettes Candy/Snacks Foodservice: Healthy Solutions Petroleum HBC	Convenience Retailing University	Digital Package: Post-Event Wrap-Up Podcast: Leader/Emerging Leader Interview Podcast: Live From CRU!
<b>March</b> Close: 2/5 Mats Due: 2/10	<b>The Convenience Consumer</b> An analysis of Technomic consumer data that will help retailers understand what they need to know about consumer buying habits	Beverage Report Future of Fuels	Tobacco: OTP Foodservice: Equipment Design Car Wash Petroleum		
<b>April</b> Close: 3/5 Mats Due: 3/11	<b>Category Mangement Handbook</b> CSP's yearly look at the latest convenience-store sales data	Grand Openings	Beverages Candy General Merchandise Foodservice Tobacco Snacks Technology	Dispensed Beverages Forum Restaurant Leadership Conference	Digital Package: CMH Podcast: Technomic/Nielsen/Circana Interview on CMH data
<b>May</b> Close: 4/7 Mats Due: 4/11	<b>The State of Foodservice</b> Exclusive survey unveils what consumers are eating at your stores	CRU Event Coverage	Tobacco: E-Cigarettes Candy/Snacks Foodservice: Breakfast General Merchandise Foodservice: Hot Dispensed	Cold Vault Forum National Restaurant Association Show	Digital Package: Category Management Handbook (Foodservice) Podcast: Foodservice
<b>June</b> Close: 5/7 Mats Due: 5/12	 <b>Top 202</b> The latest M&A news and an updated list of the Top 202 conveniences stores in the country	Inflation and the Economy's Impact	Tobacco: OTP Foodservice: Technology Financial Services Snacks & Candy HBC/General Merchandise	C-Store Foodservice Forum	Digital Package: Lead Gen, Comprehensive Coverage of the Top 202 with Online Exclusive Chain Data Podcast: Top 5 Chain Interviews

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<b>Special Issue</b> Close: 5/14 Mats Due: 5/20	<b>Behind the Counter</b>		Tobacco		
<b>July</b> Close: 6/4 Mats Due: 6/10	<b>Theft, Safety and Loss Prevention</b> How conveniences stores deal with threats and growing safety concerns	Independent Retailers Tech Report	Tobacco: Snus/Alternatives/ Innovation Foodservice: Cold Dispensed Technology	Risk Management Forum	
<b>August</b> Close: 7/9 Mats Due: 7/14 	<b>The Convenience Store Design Issue</b> Store layout, heat map, design trends and more to enhance the shopper experience	State of Snacking Labor & Hiring	Tobacco: E-Cigarettes Dairy Car Wash Foodservice: Grocery	Outlook Leadership Conference	Digital Package: Mystery Shop Podcast: Mystery Shop Finalist Interview Podcast: Live From Outlook!
<b>September</b> Close: 8/6 Mats Due: 8/11 	<b>2025 Mystery Shop</b> Winner and finalists of CSP's yearly in-store evaluation of convenience stores	NACS Show Guide Grand Openings Best New Product Contest Finalists	Tobacco Foodservice: Equipment Petroleum	Center Store Forum Tobacco+ Forum FSTEC	
<b>October</b> Close: 9/4 Mats Due: 9/10 	<b>The NACS Issue</b>	Outlook Leadership Coverage <b>Best New Product Contest Winners</b>	Total Nicotine Foodservice: Snack Time Petroleum Equipment Truckstops/Travel Centers Technology	NACS Retail Media Network Forum C-StoreTEC	Digital Package: NACS Show Guide Digital Package: Best New Product Contest Podcast: Live From NACS!
<b>November</b> Close: 10/6 Mats Due: 10/10	<b>The Technology of Convenience</b> Retail Media Networks, loyalty programs, AI, third-party delivery and more	State of Distribution Outlook Survey	Tobacco Regulation Car Wash HBC Design	C-Store Women's Event (CSW)	Podcast live from CSW!
<b>December</b> Close: 11/5 Mats Due: 11/11	<b>Retail Leader of the Year (RLOY)</b>	Grand Openings NACS Show Coverage	Tobacco: E-Cigarettes Foodservice: Equipment Foodservice: Rollergrill Beverages Financial Services		Digital Package: RLOY Video Content: RLOY Podcast: RLOY Recipient Interview Digital Package: C-Store Year in Review

**\*Don't see your category listed?** Please reach out to [Christina.Kayalik@informa.com](mailto:Christina.Kayalik@informa.com) to learn more.

