

Content Calendar

Month	Anchor	Category Focus	Feature	CSP Kitchen	CSP Tobacco	CSP Fuels	CSP PackBev	CSP Tech	CSP Center Store
January Close: 12/1 Mats Due: 12/7	The CSP Power 20 List	The State of Tobacco	Grand Opening	Menu Trends			Bottled Water	Checkout Technology	Healthy Snacks
February Close: 1/4 Mats Due: 1/10	Chain profile: (TBD)	Hemp, CBD and Beyond	Competitive Watch: Dollar Stores	Breakfast	What's Hot Behind the Counter	Regulatory Update	Beer		GM: What's Trending?
March Close: 2/2 Mats Due: 2/8	The Forecourt Issue	CSP's 2022 Beverage Report	Grand Opening	Featured Retailer	Regulation Update			One Year After EMV	Meat Snacks
April Close: 3/1 Mats Due: 3/7	CATEGORY MANAGEMENT HANDBOOK The premier tool dedicated to in-depth, c-store-specific data, trends and analysis	CSP's 2020 Category Managers of the Year		Foodservice Data	Tobacco Sales Data		Packaged Beverage Data		Snacks, Candy, CBD and GM Data
May Close: 4/5 Mats Due: 4/11	The Foodservice Issue (Restaurant Show Preview)	Convenience Retailing University Coverage	The State of Foodservice Retailer Survey		The State of Vaping	Featured Retailer: Car Wash	Enhanced Beverages		Candy

All cover stories will have a corresponding digital premier.

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June Close: 5/3 Mats Due: 5/9	Top 202 C-Store Chains	10 Best Places to Open a Store	SOI Highlights	Lunch	Competitive Watch: The State of Tobacco in Other Channels		Alcohol Beverages	Featured Retailer	General Merchandise: Summer Opportunities
Special Issue: Close: 5/16 Mats Due: 5/20 The Future of Behind the Counter									
July Close: 6/6 Mats Due: 6/10	Annual Indie Influencers List	The CBD Consumer	Competitive Watch: Grocery	Food and Equipment Insights from the Restaurant Show	Midyear Update		Cold Vault Midyear Reset		Sweets & Snack Show Highlights
August Close: 7/5 Mats Due: 7/11	Diversity & Inclusion in the C-Store	The State of Snacking		Foodservice News We're Watching	Featured Retailer		Sparkling: CSDs, Waters, Seltzers, more	Mobile Tech	GM: HBC & CBD medicinals
September Close: 8/1 Mats Due: 8/5	TBD	NACS Show Guide	Trailblazing Store Design	Foodservice Snacking Trends	Consumer Focus	Car Technology	Featured Retailer	Operations	

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October Close: 8/29 Mats Due: 9/2	Mystery Shop results The NACS Show® Issue	Alcohol Innovation & Trends	Outlook Leadership Coverage	Competitive Watch: State of Restaurants	Product Development: The Move to Smokeless	Alternative Fuels Update	Category News	Tech as a Marketing Tool	Nonchocolate Candy News; General Merchandise
November Close: 10/6 Mats Due: 10/11	Distribution 20	2022 Industry Outlook	Grand Opening	The Dinner Daypart	Category Management: Supplier Insights		CSP Cold Vault Forum	Security	Featured Retailer
December Close: 11/1 Mats Due: 11/7	Retail Leader of the Year	Best New Product Contest Winners	NACS Show® Coverage	Foodservice Equipment & Technology	2021 Year in Review	What's New on the Fuel Island	Sports Drinks		General Merchandise: HBC

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Digital Content Calendar

Month	Topic	Content Type
Jan	Power 20	List landing
Jan	The State of Tobacco	List landing
Feb	Chain focus (TBD)	Long-form digital
Feb	Hemp, CBD and Beyond	List landing
Mar	Cover story (TBD)	Long-form digital
Mar	2021 Beverage Report	List landing
Apr	CMH Data	Section landing
Apr	CMOY	List landing
May	Future of Fuels	Section landing
May	State of Foodservice Survey	List landing
May	CRU review	Digital digest
Jun	Top 202	Data landing
Jun	Top Places to Open a C-Store	List landing
Jul	Indie Influencers	List landing
Jul	The CBD Consumer	List landing
Aug	cover story TBD	long-form digital
Aug	State of Snacking	List landing
Sep	Top 20 Distributors	Data landing
Sep	NACS Show Guide	section landing
Sep	Trailblazing Store Design	List landing
Oct	Mystery Shop	section landing
Oct	Alcohol Innovation and Trends	List landing
Oct	Outlook Leadership review	digital digest
Nov	Outlook Survey	section landing
Dec	RLOY	section landing
Dec	NACS Show coverage	Digital digest

Anytime Content*

Tastemakers: What's New on C-Store Menus

Tech Innovations That Could Shake Up C-Stores

20 Craveable LTOs

Social Media 20: Top Retailers

30 Must-Try Sandwiches

20 Great Coffee Programs

20 Secrets of Craveable Foodservice

What Consumers Want From C-Store Foodservice Now

20 Great Beverage Programs: Fountain to Cold Vault

*These pieces of content can be created at any time with a Premier Sponsorship. 6 weeks estimated time to delivery.