

# 2012 MEDIA PLANNER

**REGION WISE. NATIONWIDE!** 



**THE SHELBY REPORT**  
Serving the Grocery Industry Since 1967

**WEST**  
**Southwest**  
**Southeast**  
**NORTHEAST**  
**MIDWEST**

**No ONE DOES IT BETTER!**

## THE SHELBY REPORT

SERVING THE GROCERY INDUSTRY SINCE 1967

Regional News & Features  
State Market Profiles  
National Updates  
Market Shares  
Online News  
Advertising

[www.theshelbyreport.com](http://www.theshelbyreport.com)

**"The Shelby Reports: West, Southwest, Southeast, Northeast and Midwest - Region Wise. Nationwide!"**

**2012 Four Color Advertising Rates\* (GROSS)**

2012 Four Color Advertising Rates* (GROSS)									NATIONAL RATES** (NET)
Ad Size	Dimensions	1 x	3 x	6 x	12 x	24 x	36 x	48 x	
Full Page	<b>FULL PAGE BLEED</b> 11.375"W x 15.5"H	\$5,709	\$4,853	\$4,568	<b>\$3,998</b>	\$3,426	\$3,140	\$2,855	<b>\$11,770</b>
	<b>5 col x 14"</b> 10.375"W x 14"H	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	
Jr. Page	<b>JR. PAGE W/BLEED</b> 8.775"W x 10.8"H <i>Right page placement.</i>	\$3,996	\$3,397	\$3,197	<b>\$2,798</b>	\$2,398	\$2,198	\$1,998	<b>\$8,240</b>
	<b>4 col x 10"</b> 8.275"W x 10"H	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	
1/2 Page	<b>HORIZONTAL W/BLEED</b> 11.375"W x 7.8"H	\$3,710	\$3,154	\$2,968	<b>\$2,597</b>	\$2,226	\$2,041	\$1,855	<b>\$7,650</b>
	<b>5 col x 7" Horiz.</b> 10.375"W x 7"H								
	<b>VERTICAL W/BLEED</b> 5.94"W x 15.5"H <i>Right page placement.</i>								
	<b>2.5 col x 14" Vert.</b> 5.1875"W x 14"H								
1/3 Page	<b>4 col x 6" Horiz.</b> 8.275"W x 6"H	\$2,968	\$2,523	\$2,375	<b>\$2,078</b>	\$1,781	\$1,633	\$1,484	<b>\$6,120</b>
	<b>3 col x 8" Vert.</b> 6.175"W x 8"H	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	
1/4 Page	<b>4 col x 4.5" Horiz.</b> 8.275"W x 4.5"H	\$2,512	\$2,163	\$2,010	<b>\$1,759</b>	\$1,508	\$1,382	\$1,256	<b>\$5,178</b>
	<b>3 col x 6" Square</b> 6.175"W x 6"H								
	<b>2 col x 9" Vert.</b> 4.075"W x 9"H								
1/5 Page	<b>HORIZONTAL W/BLEED</b> 11.375"W x 3.58"H	\$2,284	\$1,942	\$1,828	<b>\$1,599</b>	\$1,371	\$1,257	\$1,142	<b>\$4,708</b>
	<b>5 col x 3" Horiz.</b> 10.375"W x 3"H								
	<b>3 col x 5" Vert.</b> 6.175"W x 5"H								
Express Lane	<b>1.5 col x 4"</b> 3.122"W x 4"H	This <b>WEST/SW/SE/NE/MW</b> feature allows you to advertise your new products/services in color at a reduced rate!*							

\* All rates are subject to change. Please call your Shelby Publishing Sales Rep for information about current rates and promotions. Rates negotiable for contracts exceeding 12 insertions.

\*\* Runs all (5) regions, same month. Ads must be same size, but may change ad in each or any edition. For multiple months, discount 1% for each month (i.e. 6X schedule earns 6% discount; 12X schedule earns 12% discount within 12-month cycle). GLOSSY pages, add 20%. Please call your Shelby Publishing Sales Rep for availability or call 770-534-8380.

**Cover Positions (High Def, 60# Offset)**

Front Banner (11.375"W x 3.5"H which includes .25" bleed to trim on left, bottom and right)	Extra 30%
Back Cover (10.375"W x 14"H; no bleed)	Extra 20%
Inside Front Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	Extra 15%
Inside Back Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	Extra 10%

**Glossy Center (80# Gloss Text)**

<b>Power Center</b> (all four positions)	\$22,025
<b>Full Center Spread Ad</b> (22.25"W x 15.5"H which includes .25" bleed to trim on all sides)	\$12,560
<b>Front Center Spread Ad</b> (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	\$6,100
<b>Back Center Spread Ad</b> (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	\$5,900

# 2012 Ad Requirements

## COMPLETED ADS

- We will only accept **HIGH RESOLUTION PDFs** built at **300 dpi** or higher.
- Colors Black and Gray must be created using **Black (K)** and NOT Four Color (CMYK).
- **BLEEDS ALLOWED FOR SOME SIZES**
- Maximum Ink Density: **240**

## SHELBY IN-HOUSE DESIGN SERVICES

- **DIGITAL FILES ONLY**
- All photos and/or logos **must** be submitted at **300 dpi** or higher.
- Please send **INDIVIDUAL, NATIVE ART FILES ONLY.**
- The acceptable formats for artwork to be used to build your ads are limited to EPS, JPEG, TIF, PDF.

## UNACCEPTABLE FILE FORMATS

- Microsoft Word, Excel, Powerpoint, Illustrator, Photoshop, QuarkXpress, InDesign, Corel
- GIF files
- Low Resolution Art (*less than 300 dpi*)
- Ads/Art comprised of mostly heavy black/dark inks. (*Heavy ink coverage saturates the paper, often causing ink transfers or smudges. Additionally, it can lead to illegible reverse type as the ink will fill in the lettering.*) We highly recommend you do not use small reverse type in ads.

## SUBMITTING YOUR AD: 3 OPTIONS

- Upload your files to us via DropItToMe. Our Production Department will receive an email once your upload is complete. In your web browser go to **www.dropitto.me/shelbyproduction** The upload password is **2ShelbyPub8380** OR
- Email to **production@shelbypublishing.com** (10mb Max) OR
- Ship us digital files on CD/DVD.

## GLOSSY CENTER PAGE(S) AND CENTER SPREAD GUIDELINES

Includes the following:

- FRONT RIGHT CENTER
  - INSIDE LEFT CENTER
  - INSIDE RIGHT CENTER
  - BACK LEFT CENTER
- } **OR POWER CENTER SPREAD**

Please submit your artwork for the glossy cover pages in high-resolution .pdf files. Minimum **300 dpi**. Artwork should be in CMYK format. Please use Black (K) rather than Four Color Black (CMYK) for all black or gray colors. **The trim size is 10.875"Wx15"H for a ONE PAGE AD. Please design your ads at 11.375"Wx15.5"H to allow for bleed off the page/trimming. For a FULL CENTER SPREAD AD, the trim size is 21.75"Wx15"H. Please design your FULL CENTER SPREAD AD at 22.25"Wx15.5"H to allow for bleed off of the page/trimming.** Slick center ads are printed on 80# Gloss Text.

**HD COVER PAPER STOCK = 60# Offset**

**INTERIOR PAPER STOCK = 35# High Bright**

**GLOSSY PAPER STOCK = 80# Gloss Text**

**FINAL TRIM SIZE = 10.875"Wx15"H**

**GUTTER WIDTH = .167"**

### OPEN RATE

Smaller Sizes \$175/column inch

### B/W RATE

deduct \$500

### INSERTS (Pre Printed)

Single Leaf (1-2 sides) \$3,900

Double Leaf (3-4 sides) \$5,500

*Free Standing or Stitched*

### CLASSIFIEDS

- \$50/inch
- \$20 blind box (extra)
- Non-Commissionable
- One column size = 1.975"
- B/W or Full Color

**PUBLISHER RESERVES THE RIGHT TO EDIT COPY SUBMITTED FOR PRINT.**

*If you are under contract, your previous ad will continue to run unless new ad materials (meeting requirements) are received by the closing date.*

### SUBSCRIPTION INFORMATION

To subscribe, please go to our website **www.theshelbyreport.com** and click on SUBSCRIBE. Download and complete the .pdf form and then click the e-mail box to submit your form electronically. If you are having trouble submitting the form electronically,

### AGENCY COMMISSION

15%

### FREQUENCY DISCOUNTS

Charges will be adjusted in accordance with earned rates when contracts are increased or cancelled.

complete the form and print it out OR print and fill it out by hand. Then eFax to **678.343.2197** or mail form w/payment to: **Shelby Publishing Co., Inc.** ATTENTION: CIRCULATION 517 Green Street • Gainesville, GA 30501 *For questions regarding current or new*

### CANCELLATION FEE

Ads cancelled after closing will be billed full price.

### LATE FEE

A 1.5% charge will be added to all accounts 30 days past due.

*subscriptions, contact our Circulation department at 1-888-498-0771 or send an email to **circulation@shelbypublishing.com**.*

MAIN OFFICE . . . . . 770.534.8380  
EDITORIAL ONLY . . . . . 1.888.498.0771  
PRODUCTION ONLY .. 1.877.743.5291

**All Rates Gross Unless Specified and Include Four Color.**

***Did you know that Shelby Publishing offers customized ad design services? Ask your Shelby Sales Rep about our in-house design capabilities.***

**RATE CARD #42 EFFECTIVE: OCTOBER 1, 2011**

*If you have additional questions or need clarification on any of these requirements, please contact your Shelby Sales Rep OR contact the Production Department at **production@shelbypublishing.com** or by phone at 1-877-743-5291. Thank you for your interest in our publications. We look forward to working with you.*

**www.theshelbyreport.com • www.shelbypublishing.com • www.sunbeltfoodservice.com**

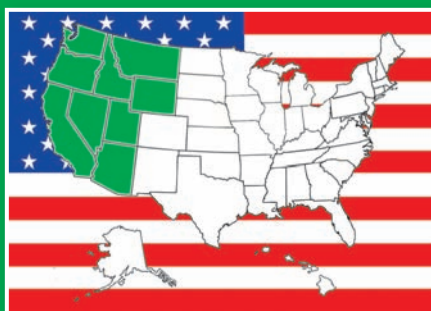
# THE SHELBY REPORT OF THE WEST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	November 9, 2011	<ul style="list-style-type: none"> <li>Distributors</li> <li>Disaster Preparedness, Part I</li> </ul>	Arizona	NASFT Winter Fancy Food Show ..... 1/15-17 FMI Midwinter Executive Conference ..... 1/29-31
February	December 21, 2011	<ul style="list-style-type: none"> <li>Wholesalers &amp; Independent Grocers</li> <li>Disaster Preparedness, Part II</li> </ul>	Nevada	The N.G.A. Show ..... 2/12-15 AWMA Conference & Expo ..... 2/15-17 Western Petroleum Marketers Convention/C-Store Expo ..... 2/21-23
March	January 25, 2012	<ul style="list-style-type: none"> <li>Ethnic Merchandising</li> </ul>	Southern California	Natural Products Expo West ..... 3/8-11 Mexican American Grocers Association Conference ..... 3/9-11 Int'l Home & Housewares Show ..... 3/11-13
April	February 22, 2012	<ul style="list-style-type: none"> <li>Equipment, Services &amp; Technology</li> <li>Inside the Mind of the Grocery Buyer, Part I</li> </ul>	Oregon	NARMS Spring Conference ..... 4/14-17 Food Safety Summit ..... 4/17-19 WAFC Annual Convention ..... 4/21-25 AMI Convention & Expo ..... 4/30-5/3 United Fresh ..... 4/30-5/3 FMI Show ..... 4/30-5/3
May	March 21, 2012	<ul style="list-style-type: none"> <li>Candy &amp; Snacks</li> <li>Inside the Mind of the Grocery Buyer, Part II</li> </ul>	N/A	Sweets & Snacks Expo ..... 5/8-10 ROFDA Spring Conference ..... 5/19-22 IFBA Top to Top Conference ..... TBD
June	April 18, 2012	<ul style="list-style-type: none"> <li>Dairy/Deli/Bakery</li> </ul>	Washington	IDDBA Dairy-Deli-Bake ..... 6/10-12 KeHE Holiday Show ..... 6/10-12 NASFT Summer Fancy Food Show ..... 6/17-19 Unified Grocers Expo ..... 6/20-21
July	May 16, 2012	<ul style="list-style-type: none"> <li>Organized Retail Crime, Part I</li> </ul>	Montana	Southwest Meat Association Show ..... 7/25-28
August	June 20, 2012	<ul style="list-style-type: none"> <li>Meat/Seafood/Poultry</li> <li>Organized Retail Crime, Part II</li> </ul>	Northern California	Expo Comida Latina ..... 8/12-14 GMA Executive Conference ..... 8/25-28
September	July 25, 2012	<ul style="list-style-type: none"> <li>Top 25</li> </ul>	Utah	California Grocers Association Strategic Conference ..... TBD
October	August 22, 2012	<ul style="list-style-type: none"> <li>C-Stores</li> <li>Produce Xtra</li> </ul>	Idaho	National Frozen & Refrigerated Convention ..... 10/6-9 NACS Show ..... 10/7-10 PMA Fresh Summit ..... 10/26-29 IFDA Convention & Expo ..... 10/29-31
November	September 19, 2012	<ul style="list-style-type: none"> <li>Grocers &amp; Social Media, Part I</li> </ul>	Wyoming	PLMA Private Label Trade Show ..... 11/10-13 ROFDA Fall Conference ..... 11/10-13
December	October 17, 2012	<ul style="list-style-type: none"> <li>State of the West</li> <li>Grocers &amp; Social Media, Part II</li> </ul>	N/A	

## WEST Circulation

### Business Classifications

Supermarket Headquarters	42.5%	6,372
Supermarket Store Mgrs.	38.9%	5,832
Manufacturers	9.3%	1,394
C-Store Headquarters	2.2%	330
Wholesale Headquarters	5.3%	795
Food Brokers	0.8%	120
Others	1.0%	150
<b>TOTAL</b>	<b>100%</b>	<b>14,993</b>



Arizona	1,649
California	5,412
Idaho	645
Montana	600
Nevada	495
Oregon	1,169
Utah	960
Washington	2,144
Wyoming	150
Other U.S.	1,799
<b>TOTAL</b>	<b>14,993</b>

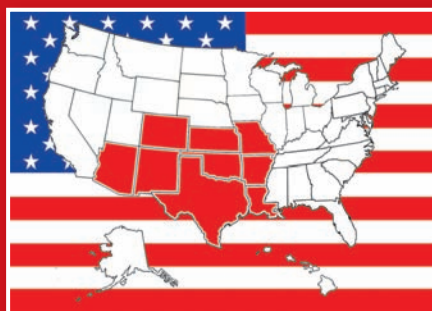
# THE SHELBY REPORT OF THE SOUTHWEST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	November 16, 2011	<ul style="list-style-type: none"> <li>Distributors</li> <li>Disaster Preparedness, Part I</li> </ul>	New Mexico	NASFT Winter Fancy Food Show ..... 1/15-17 FMI Midwinter Executive Conference ..... 1/29-31
February	December 28, 2011	<ul style="list-style-type: none"> <li>Wholesalers &amp; Independent Grocers</li> <li>Disaster Preparedness, Part II</li> </ul>	West Texas	The N.G.A. Show ..... 2/12-15 AWMA Conference & Expo ..... 2/15-17 AMI/FMI Annual Meat Conference ..... 2/19-21 Western Petroleum Marketers Convention/C-Store Expo ..... 2/21-23
March	February 1, 2012	<ul style="list-style-type: none"> <li>Ethnic Merchandising</li> </ul>	North Texas	Natural Products Expo West ..... 3/8-11 Mexican American Grocers Association Conference ..... 3/9-11 Int'l Home & Housewares Show ..... 3/11-13
April	February 29, 2012	<ul style="list-style-type: none"> <li>Equipment, Services &amp; Technology</li> <li>Inside the Mind of the Grocery Buyer, Part I</li> </ul>	Houston	NARMS Spring Conference ..... 4/14-17 WAFC Annual Convention ..... 4/21-25 AMI Convention & Expo ..... } United Fresh ..... } 4/30-5/3 FMI Show ..... }
May	March 28, 2012	<ul style="list-style-type: none"> <li>Candy &amp; Snacks</li> <li>Inside the Mind of the Grocery Buyer, Part II</li> </ul>	N/A	SW Fuel & Convenience Expo ..... 5/6-8 Sweets & Snacks Expo ..... 5/8-10 ROFDA Spring Conference ..... 5/19-22 IFBA Top to Top Conference ..... TBD
June	April 25, 2012	<ul style="list-style-type: none"> <li>Dairy/Deli/Bakery</li> </ul>	South Texas	IDDBA Dairy-Deli-Bake ..... 6/10-12 KeHE Holiday Show ..... 6/10-12 NASFT Summer Fancy Food Show ..... 6/17-19 Unified Grocers Expo ..... 6/20-21
July	May 30, 2012	<ul style="list-style-type: none"> <li>Organized Retail Crime, Part I</li> </ul>	On The Border	Oklahoma Grocers Association Convention ..... 7/9-11 Southwest Meat Association Show ..... 7/25-28
August	June 27, 2012	<ul style="list-style-type: none"> <li>Meat/Seafood/Poultry</li> <li>Organized Retail Crime, Part II</li> </ul>	Arkansas	Expo Comida Latina ..... 8/12-14 Missouri Grocers Association Convention ..... 8/16-19 GMA Executive Conference ..... 8/25-28
September	August 1, 2012	<ul style="list-style-type: none"> <li>Top 25</li> </ul>	Colorado	California Grocers Association Strategic Conference ..... TBD
October	August 29, 2012	<ul style="list-style-type: none"> <li>C-Stores</li> <li>Produce Xtra</li> </ul>	Oklahoma	NACS Show ..... 10/7-10 PMA Fresh Summit ..... 10/26-29 IFDA Convention & Expo ..... 10/29-31
November	September 26, 2012	<ul style="list-style-type: none"> <li>Grocers &amp; Social Media, Part I</li> </ul>	Texas Roundup	PLMA Private Label Trade Show ..... 11/10-13 ROFDA Fall Conference ..... 11/10-13
December	October 24, 2012	<ul style="list-style-type: none"> <li>State of the Southwest</li> <li>Grocers &amp; Social Media, Part II</li> </ul>	N/A	

## SOUTHWEST Circulation

### Business Classifications

Supermarket Headquarters	41.5%	6,256
Supermarket Store Mgrs.	34.5%	5,201
Manufacturers	11.0%	1,658
C-Store Headquarters	2.9%	437
Wholesale Headquarters	7.3%	1,100
Food Brokers	1.7%	256
Others	1.1%	166
<b>TOTAL</b>	<b>100%</b>	<b>15,074</b>



Arizona	1,010
Arkansas	980
Colorado	1,095
Kansas	1,146
Louisiana	814
Missouri	1,296
New Mexico	622
Oklahoma	1,221
Texas	4,976
Other U.S.	1,914
<b>TOTAL</b>	<b>15,074</b>

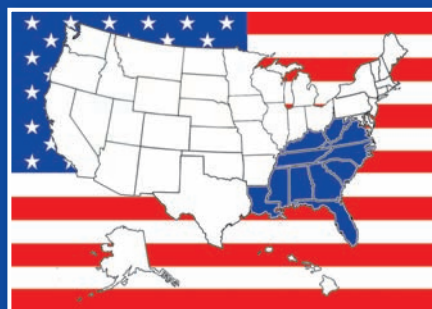
# THE SHELBY REPORT OF THE SOUTHEAST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	November 30, 2011	<ul style="list-style-type: none"> <li>Distributors</li> <li>Disaster Preparedness, Part I</li> </ul>	Georgia	NASFT Winter Fancy Food Show ..... 1/15-17 FMI Midwinter Executive Conference ..... 1/29-31
February	January 12, 2012	<ul style="list-style-type: none"> <li>Wholesalers &amp; Independent Grocers</li> <li>Disaster Preparedness, Part II</li> </ul>	Alabama	The N.G.A. Show ..... 2/12-15 AWMA Conference & Expo ..... 2/15-17 Gulf Coast Food & Fuel Expo ..... 2/29-3/1
March	February 8, 2012	<ul style="list-style-type: none"> <li>Ethnic Merchandising</li> </ul>	South Florida	Southeast Petro-Food Marketing Expo ..... 2/29-3/1 Southeast Produce Council Southern Exposure 2012 ..... 3/1-3 Mexican American Grocers Association Conference ..... 3/9-11 International Boston Seafood Show ..... 3/11-12 Int'l Home & Housewares Show ..... 3/11-13 Southeastern Frozen & Refrigerated Show ..... 3/28-31
April	March 7, 2012	<ul style="list-style-type: none"> <li>Equipment, Services &amp; Technology</li> <li>Inside the Mind of the Grocery Buyer, Part I</li> </ul>	Central Florida	NARMS Spring Conference ..... 4/14-17 Food Safety Summit ..... 4/17-19 AMI Convention & Expo ..... 4/30-5/3 United Fresh ..... 4/30-5/3 FMI Show ..... 4/30-5/3
May	April 4, 2012	<ul style="list-style-type: none"> <li>Candy &amp; Snacks</li> <li>Inside the Mind of the Grocery Buyer, Part II</li> </ul>	N/A	Sweets & Snacks Expo ..... 5/8-10 ROFDA Spring Conference ..... 5/19-22 IFBA Top to Top Conference ..... TBD
June	May 2, 2012	<ul style="list-style-type: none"> <li>Dairy/Deli/Bakery</li> </ul>	North Florida	Tennessee Grocers Convention/World of Food & Fuel Expo . . . 5/31-6/2 IDDBA Dairy-Deli-Bake ..... 6/10-12 KeHE Holiday Show ..... 6/10-12 NASFT Summer Fancy Food Show ..... 6/17-19 Georgia Assoc. of Convenience Stores Convention ..... 6/24-26
July	June 6, 2012	<ul style="list-style-type: none"> <li>Organized Retail Crime, Part I</li> </ul>	Louisiana/ Mississippi	Georgia Food Industry Association Convention ..... 7/11-15 Carolinas Food Industry Council Show ..... 7/19-22 Alabama Grocers Association Convention ..... 7/23-25 Southwest Meat Association Show ..... 7/25-28
August	July 11, 2012	<ul style="list-style-type: none"> <li>Meat/Seafood/Poultry</li> <li>Organized Retail Crime, Part II</li> </ul>	Tennessee	Expo Comida Latina ..... 8/12-14 GMA Executive Conference ..... 8/25-28
September	August 8, 2012	<ul style="list-style-type: none"> <li>Top 25</li> </ul>	Kentucky	Southeast Produce Council Conference ..... 9/20-22
October	September 5, 2012	<ul style="list-style-type: none"> <li>C-Stores</li> <li>Produce Xtra</li> </ul>	The Carolinas	National Frozen & Refrigerated Foods Convention ..... 10/6-9 NACS Show ..... 10/7-10 Southern C-Stores & Petroleum Show ..... 10/24-25 PMA Fresh Summit ..... 10/26-29 IFDA Convention & Expo ..... 10/29-31
November	October 3, 2012	<ul style="list-style-type: none"> <li>Grocers &amp; Social Media, Part I</li> </ul>	Virginia	PLMA Private Label Trade Show ..... 11/10-13 ROFDA Fall Conference ..... 11/10-13
December	October 31, 2012	<ul style="list-style-type: none"> <li>State of the Southeast</li> <li>Grocers &amp; Social Media, Part II</li> </ul>	N/A	

## SOUTHEAST Circulation

### Business Classifications

Supermarket Headquarters	42.8%	6,553
Supermarket Store Mgrs.	30.1%	4,609
Manufacturers	11.5%	1,761
C-Store Headquarters	5.5%	842
Wholesale Headquarters	7.0%	1,072
Food Brokers	2.0%	306
Others	1.1%	168
<b>TOTAL</b>	<b>100%</b>	<b>15,311</b>



Alabama	1,392
Florida	2,426
Georgia	2,244
Kentucky	881
Louisiana	681
Mississippi	528
North Carolina	1,907
South Carolina	1,026
Tennessee	1,172
Virginia	1,056
West Virginia	115
Other U.S.	1,883
<b>TOTAL</b>	<b>15,311</b>

# THE SHELBY REPORT OF THE NORTHEAST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
<b>January</b>	November 30, 2011	<ul style="list-style-type: none"> <li>Distributors</li> <li>Disaster Preparedness, Part I</li> </ul>	Maine	NASFT Winter Fancy Food Show ..... 1/15-17 FMI Midwinter Executive Conference ..... 1/29-31
<b>February</b>	January 12, 2012	<ul style="list-style-type: none"> <li>Wholesalers &amp; Independent Grocers</li> <li>Disaster Preparedness, Part II</li> </ul>	Delaware	The N.G.A. Show ..... 2/12-15 AWMA Conference & Expo ..... 2/15-17
<b>March</b>	February 8, 2012	<ul style="list-style-type: none"> <li>Ethnic Merchandising</li> </ul>	New Hampshire/ Vermont	AG New England Spring Show ..... 3/7 Mexican American Grocers Association Conference ..... 3/9-11 Int'l Home & Housewares Show ..... 3/11-13 International Boston Seafood Show ..... 3/11-13 New England Food Show ..... 3/11-13 C&S Spring Show ..... 3/13-14 Bozzuto's Trade Show ..... 3/13-15 Chex Finer Foods Trade Show ..... TBD
<b>April</b>	March 7, 2012	<ul style="list-style-type: none"> <li>Equipment, Services &amp; Technology</li> <li>Inside the Mind of the Grocery Buyer, Part I</li> </ul>	Connecticut	NARMS Spring Conference ..... 4/14-17 Non-Foods Marketing Spring Expo ..... 4/15-17 NECSA Annual Show ..... 4/27 AMI Convention & Expo ..... } 4/30-5/3 United Fresh ..... } FMI Show ..... }
<b>May</b>	April 4, 2012	<ul style="list-style-type: none"> <li>Candy &amp; Snacks</li> <li>Inside the Mind of the Grocery Buyer, Part II</li> </ul>	N/A	Sweets & Snacks Expo ..... 5/8-10 SIAL Canada Expo ..... 5/11-13 ROFDA Spring Conference ..... 5/19-22 Pennsylvania Food Merchants Association Conference ..... 5/15-16 IFBA Top to Top Conference ..... TBD
<b>June</b>	May 2, 2012	<ul style="list-style-type: none"> <li>Dairy/Deli/Bakery</li> </ul>	Massachusetts	IDDBA Dairy-Deli-Bake ..... 6/10-12 KeHE Holiday Show ..... 6/12-14 NASFT Summer Fancy Food Show ..... 6/17-19 Rhode Island Food Dealers Annual Convention ..... 6/21-24
<b>July</b>	June 6, 2012	<ul style="list-style-type: none"> <li>Organized Retail Crime, Part I</li> </ul>	New York	
<b>August</b>	July 11, 2012	<ul style="list-style-type: none"> <li>Meat/Seafood/Poultry</li> <li>Organized Retail Crime, Part II</li> </ul>	Rhode Island	Expo Comida Latina ..... 8/12-14 C&S Wholesale Grocers Show ..... 8/21-22 GMA Executive Conference ..... 8/25-28
<b>September</b>	August 8, 2012	<ul style="list-style-type: none"> <li>Top 25</li> </ul>	Pennsylvania	Vermont Grocers Assoc. Convention & Expo ..... 9/14-16 Southeast Produce Council Conference ..... 9/20-22
<b>October</b>	September 5, 2012	<ul style="list-style-type: none"> <li>C-Stores</li> <li>Produce Xtra</li> </ul>	New Jersey	NACS Show ..... 10/1-4 FIANY Trade Summit ..... 10/13-14 National Frozen & Refrigerated Convention ..... 10/22-25 PMA Fresh Summit ..... 10/26-29 IFDA Convention & Expo ..... 10/29-31
<b>November</b>	October 3, 2012	<ul style="list-style-type: none"> <li>Grocers &amp; Social Media, Part I</li> </ul>	Maryland	NEWFDA Convention ..... 11/10-13 PLMA Private Label Trade Show ..... 11/10-13 ROFDA Fall Conference ..... 11/10-13 Eastern Produce Council/New York Produce Show ..... TBD
<b>December</b>	October 31, 2012	<ul style="list-style-type: none"> <li>State of the Northeast</li> <li>Grocers &amp; Social Media, Part II</li> </ul>	N/A	

## NORTHEAST Circulation

### Business Classifications

Supermarket Headquarters	43.4%	6,088
Supermarket Store Mgrs.	26.4%	3,697
Manufacturers	12.4%	1,739
C-Store Headquarters	4.1%	573
Wholesale Headquarters	9.0%	1,258
Food Brokers	4.0%	561
Others	.7%	103
<b>TOTAL</b>	<b>100%</b>	<b>14,019</b>



Connecticut	825
Delaware	174
Maine	408
Maryland	872
Massachusetts	1,888
New Hampshire	589
New Jersey	1,679
New York	3,122
Pennsylvania	2,401
Rhode Island	291
Vermont	172
Other U.S.	1,598
<b>TOTAL</b>	<b>14,019</b>

# THE SHELBY REPORT OF THE **MIDWEST**

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	December 7, 2011	<ul style="list-style-type: none"> <li>Distributors</li> <li>Disaster Preparedness, Part I</li> </ul>	Minnesota	NASFT Winter Fancy Food Show ..... 1/15-17 FMI Midwinter Executive Conference ..... 1/29-31
February	January 18, 2012	<ul style="list-style-type: none"> <li>Wholesalers &amp; Independent Grocers</li> <li>Disaster Preparedness, Part II</li> </ul>	The Dakotas	The N.G.A. Show ..... 2/12-15 AWMA Conference & Expo ..... 2/15-17 Western Petroleum Marketers Convention/C-Store Expo ..... 2/21-23 Gulf Coast Food & Fuel Expo ..... 2/29-3/1
March	February 15, 2012	<ul style="list-style-type: none"> <li>Ethnic Merchandising</li> </ul>	Nebraska	Southeast Petro-Food Marketing Expo ..... 2/29-3/1 Southeast Produce Council Southern Exposure 2012 ..... 3/1-3 Mexican American Grocers Association Conference ..... 3/9-11 Int'l Home & Housewares Show ..... 3/11-13 International Boston Seafood Show ..... 3/11-13 Midwest Petroleum & Convenience Tradeshow ..... 3/13-15
April	March 14, 2012	<ul style="list-style-type: none"> <li>Equipment, Services &amp; Technology</li> <li>Inside the Mind of the Grocery Buyer, Part I</li> </ul>	Ohio	NARMS Spring Conference ..... 4/14-17 Food Safety Summit ..... 4/17-19 Ohio Annual Trade Relations Gala ..... 4/18 AMI Convention & Expo ..... } 4/30-5/3 United Fresh ..... } FMI Show ..... }
May	April 11, 2012	<ul style="list-style-type: none"> <li>Candy &amp; Snacks</li> <li>Inside the Mind of the Grocery Buyer, Part II</li> </ul>	N/A	Sweets & Snacks Expo ..... 5/8-10 ROFDA Spring Conference ..... 5/19-22 IFBA Top to Top Conference ..... TBD
June	May 9, 2012	<ul style="list-style-type: none"> <li>Dairy/Deli/Bakery</li> </ul>	Indiana	IDDBA Dairy-Deli-Bake ..... 6/10-12 KeHE Holiday Show ..... 6/10-12 NASFT Summer Fancy Food Show ..... 6/17-19
July	June 13, 2012	<ul style="list-style-type: none"> <li>Organized Retail Crime, Part I</li> </ul>	Kansas/ Missouri	
August	July 18, 2012	<ul style="list-style-type: none"> <li>Meat/Seafood/Poultry</li> <li>Organized Retail Crime, Part II</li> </ul>	Iowa	Missouri Grocers Association Convention ..... 8/16-19 Expo Comida Latina ..... 8/12-14 GMA Executive Conference ..... 8/25-28
September	August 15, 2012	<ul style="list-style-type: none"> <li>Top 25</li> </ul>	Michigan	Michigan Grocers Association Convention ..... 9/9-11 Southeast Produce Council Conference ..... 9/20-22
October	September 12, 2012	<ul style="list-style-type: none"> <li>C-Stores</li> <li>Produce Xtra</li> </ul>	Wisconsin	Ohio Grocers Fall Conference ..... 10/3-4 National Frozen & Refrigerated Foods Convention ..... 10/6-9 NACS Show ..... 10/7-10 PMA Fresh Summit ..... 10/26-29 IFDA Convention & Expo ..... 10/29-31
November	October 10, 2012	<ul style="list-style-type: none"> <li>Grocers &amp; Social Media, Part I</li> </ul>	Illinois	PLMA Private Label Trade Show ..... 11/10-13 ROFDA Fall Conference ..... 11/10-13
December	November 7, 2012	<ul style="list-style-type: none"> <li>State of the Midwest</li> <li>Grocers &amp; Social Media, Part II</li> </ul>	N/A	

## MIDWEST Circulation

### Business Classifications

Supermarket Headquarters	42.6%	6,574
Supermarket Store Mgrs.	30.8%	4,755
Manufacturers	11.1%	1,719
C-Store Headquarters	4.7%	727
Wholesale Headquarters	8.3%	1,284
Food Brokers	2.0%	292
Others	0.5%	79
<b>TOTAL</b>	<b>100%</b>	<b>15,430</b>



Illinois	3,201
Indiana	1,034
Iowa	1,358
Kansas	706
Michigan	1,040
Minnesota	1,096
Missouri	1,250
Nebraska	756
North Dakota	145
Ohio	1,541
South Dakota	185
Wisconsin	1,497
Other U.S.	1,621
<b>TOTAL</b>	<b>15,430</b>