

LZ	PD	CD*	Assortments	Regional Reports	Features and Trade Fair Themes	Trade Fair and Exhibition Dates	
<b>direkt 1</b>	02.01.	08.12.	Frozen Food /Convenience / Vegan and Vegetarian Food		Special: Süßer Stern - The Winners		
	<b>1</b>	06.01.	20.12.				
	<b>2</b>	13.01.	03.01.		Report Internationale Grüne Woche CD: 18.11.		
<b>3</b> Copytest	20.01.	10.01.				Marca / Bologna 18.01.-19.01. Omnisecure / Berlin 16.01.-18.01. Grüne Woche / Berlin 20.01.-29.01.	
<b>NONFOOD trends 1</b>	20.01.	02.12.					
<b>4</b>	27.01.	17.01.	Confectionery I (pre-run to ISM)			Christmasworld / Frankfurt 27.01.-31.01. Paperworld / Frankfurt 28.01.-31.01. Creativeworld / Frankfurt 28.01.-31.01. ISM / Prosweets / Cologne 29.01.-01.02.	
<b>direkt 2</b>	01.02.	13.01.	Confectionery (incl. ISM) / Fruit and Vegetables (incl. Fruit Logistica) / Organic / Tobacco Products		„Promotions 2017“ incl. Salescup		
	<b>5</b>	03.02.	24.01.		<b>Feature</b> Fresh Produce Logistics incl. Fruit Logistica Pre-Report CD: 17.01. ISM Trade Show Report Christmasworld / Paperworld / Creativeworld Trade Show News	Spielwarenmesse / Nuremberg 01.02.-06.02.	
	<b>6</b>	10.02.	31.01.	Organic (pre-run to BioFach)	RR Mecklenburg-Vorpommern CD: 23.12.2016	Spielwarenmesse Trade Show News	Fruit Logistica / Berlin 08.02.-10.02. Ambiente / Frankfurt 10.02.-14.02.
	<b>7</b>	17.02.	07.02.	Breakfast		Fruit Logistica Trade Show-News / Ambiente Trade Show News	Biofach / Nuremberg 15.02.-18.02.
	<b>8</b>	24.02.	14.02.	BBQ Season		Biofach Trade Show News <b>Feature</b> Retail Technology & Shopfitting / Euroshop Pre-Report CD: 03.02.	
	<b>9</b>	03.03.	21.02.	Frozen Food & Ice Cream I	RR Berlin-Brandenburg CD: 20.01.		Detrop / Thessaloniki 03.03.-06.03. Olio Capitale / Triest 04.03.-07.03. Euroshop / Düsseldorf 05.03.-09.03.
<b>direkt 3</b>	01.03.	10.02.	Bread and Baked Goods / Breakfast /Hot Beverages/ Confectionery (ISM Report) / Cleaning Agents and Detergents		ProWein 2017		
	<b>10</b>	10.03.	28.02.	Wine, Sparkling Wine and Champagne (pre-run to ProWein)	RR Ireland CD: 27.01.	Euroshop Trade Show News incl. „Top Supplier Retail Award“	IAW Internationale Aktionswaren Messe / Cologne 07.03.-09.03.
	<b>11</b>	17.03.	07.03.	Dairy Products I	RR USA CD: 03.02.		Logimat / Stuttgart 14.03.-16.03. Internorga / Hamburg 17.03.-21.03. Prowein / Düsseldorf 19.03.-21.03.
	<b>12</b>	24.03.	14.03.	Meat & Meat Products I		Internorga Trade Show News / Prowein Trade Show News	Cebit / Hannover 20.03.-24.03.
	<b>13</b>	31.03.	21.03.	Cheese I			MDD Expo / Paris 28.03.-29.03. EHI Handelslogistik Kongress / Cologne 28.03.-29.03. Beauty International / Düsseldorf 31.03.-02.04.
<b>direkt 4</b>	03.04.	10.03.	BBQ Season / Meat & Meat Products / Deli Products and Dips / Snacks / Nonalcoholic Beverages / Beer and Pre-mixed / Ice Cream		Special: BBQ Season 2017		

LZ	PD	CD*	Assortments	Regional Reports	Features and Trade Fair Themes	Trade Fair and Exhibition Dates
<b>14</b>	07.04.	28.03.	Nonalcoholic Beverages and Water			Vinitaly / Verona 09.04.-12.04.
<b>15</b>	13.04.	03.04.		RR Nordic Countries CD: 03.03.		Cibus Connect / Parma 12.04.-13.04.
<b>16</b>	21.04.	07.04.	Fish & Seafood (pre-run to European Seafood Expo)	RR The Netherlands CD: 10.03.	<b>Feature</b> Packaging I / Interpack Pre-Report CD: 31.03.	
<b>17</b> Copytest RR	28.04.	18.04.	Vegan & Vegetarian I	RR Nordrhein-Westfalen CD: 17.03.	<b>Feature</b> Private Label / PLMA Pre-Report CD: 03.04. European Seafood Expo Trade Show News	Hannover Messe 24.04.-28.04. European Seafood Exposition / Brussels 25.04.-27.04. EHI Kartenkongress / Bonn 25.04.-26.04.
<b>direkt 5</b>	02.05.	07.04.	Cleaning Agents and Detergents / Cosmetics and Body Care / Sanitary Products / Dental Care Products / Dairy / Pet Food / Vegan and Vegetarian		Special: Drugstore Products I	
<b>18</b> Copytest Logistics Copytest RR	05.05.	24.04.		RR Switzerland CD: 24.03.	<b>Special Feature:</b> Independent Retailers CD: 10.04. <b>Feature</b> Logistics I / Transport Logistic Pre-Report CD: 13.04.	Interpack / Düsseldorf 04.05.-10.05.
<b>19</b>	12.05.	02.05.	Baby Products I		Interpack Trade Show News	Tuttofood / Milan 08.05.-11.05. Transport Logistic / Munich 09.05.-12.05.
<b>20</b>	19.05.	09.05.			Transport Logistic Trade Show News	PLMA / Amsterdam 16.05.-17.05. Sial China / Shanghai 18.05 - 20.05
<b>21</b>	26.05.	15.05.	Cosmetics and Body Care I		PLMA Trade Show News Payments CD: 05.05.	
<b>direkt 6</b> Copytest	01.06.	05.05.	Convenience/Meat and Meat Products/ Products from Germany: Baden-Württemberg/Frozen Food		SUPERMARKT STARS - Finalists 2017	
<b>22</b>	02.06.	22.05.	Sanitary Products and Dental Care			Thaifex / Bangkok 31.05. - 04.06.
<b>23</b>	09.06.	29.05.		RR Niedersachsen CD: 28.04.		
<b>24</b>	16.06.	02.06.	Free from Lactose/Gluten			Vinexpo / Bordeaux 18.06.-21.06.
<b>25</b>	23.06.	12.06.	Pasta, Rice and Sauces	Schleswig-Holstein / Hamburg CD: 12.05.		Supermarkt Stars 2017 / Frankfurt 20.06.-21.06. Tendence/Frankfurt 24.06.- 27.06.
<b>26</b>	30.06.	20.06.	OTC-Products		<b>Feature</b> Top-Marke 2017 CD: 29.05. Tendence Trade Show News	
<b>direkt 7</b>	06.07.	14.06.	Sweet Spreads / Fish and Deli / Free from Lactose and Gluten		Supermarkt Stars - The Winners 2017 Special: Top Marke 2017	
<b>27</b>	07.07.	27.06.		RR Asia CD: 26.05.		
<b>28</b>	14.07.	04.07.	Bread and Baked Goods			
<b>29</b>	21.07.	11.07.	Pet Food			
<b>30</b>	28.07.	18.07.				
<b>direkt 8</b>	01.08.	07.07.	Beer and Pre-Mixed / Bread and Baked Goods / Pet Food / Tobacco Products / Baby Products / Payments / Oktoberfest			
<b>31</b>	04.08.	25.07.	Cleaning Agents and Detergents			
<b>32</b>	11.08.	01.08.			<b>Feature</b> Sustainability CD: 14.07.	
<b>33</b>	18.08.	08.08.	Cheese II	RR France CD: 07.07.		

PD: Publication Date; CD: Closing Date; RR = Regional Report

\* Reservations for placement are no longer binding starting at 3 weeks prior to advertisement deadline.

LZ	PD	CD*	Assortments	Regional Reports	Features and Trade Fair Themes	Trade Fair and Exhibition Dates
<b>NONFOOD trends</b> 2	18.08.	14.07.				
<b>34</b>	25.08.	15.08.	Frozen Food II	RR Thüringen CD: 14.07.		Gamescom / Cologne 23.08. - 27.08.
<b>direkt</b> 9	01.09.	11.08.	Confectionery/Cheese/Wine Sparkling Wine and Champagne/Spirits / Energy Drinks/Press Assortment		Special: Christmas 2017	
<b>35</b>	01.09.	22.08.	Confectionery II			IFA / Berlin 01.09.-06.09 Spoga+Gafa/Cologne 03.09.-05.09.
<b>36</b>	08.09.	29.08.	Meat and Meat Products II / Poultry	RR Italy CD: 28.07.	Spoga+Gafa Trade Show News / IFA Trade Show News	
<b>37</b> Copytest	15.09.	05.09.	Tobacco Products	RR Bavaria CD: 04.08.		Drinktec / Munich 11.09.-15.09. IAA Pkw / Frankfurt 14.09.-24.09. Dmexco / Cologne Sept. 2017
<b>38</b> Copytest Packaging	22.09.	12.09.	Dairy Products II	RR Baden-Württemberg CD: 11.08.	Feature Packaging II CD: 01.09.	ECR-Tag / Munich 20.09.-21.09. Inter Tabac / Dortmund 2017 22.09 - 24.09
<b>39</b>	29.09.	19.09.		RR Saxony CD: 04.08.	Anuga Preview / Innovations CD: 08.09. Feature Retail Real Estate / Expo Real Pre-Report CD: 08.09.	
<b>direkt</b> 10	02.10.	08.09.	Meat and Meat Products / Poultry / Dairy / Frozen Food / Hot Beverages / Products from Germany: Bavaria		Special: Anuga Assortment Trends 2017	
<b>40</b>	06.10.	25.09.		RR Belgium CD: 25.08.	Anuga Issue	Expo Real/Munich 04.10.-06.10. Anuga / Cologne 07.10.-11.10. Insights-X / Nuremberg, 05.-08.10.
<b>41</b>	13.10.	02.10.	Convenience and Chilled Food	RR Austria CD: 01.09.	Anuga Trade Show News	Buchmesse / Frankfurt 11.10.-15.10.
<b>42</b>	20.10.	10.10.	Spirits		Feature Logistics II/ Supply Chain Management CD: 29.09. / Buchmesse Trade Show News	34. German Logistics Congress / Berlin 25.-27.10.
<b>43</b>	27.10.	17.10.				
<b>direkt</b> 11	01.11.	10.10.	Cosmetics and Body Care / Sanitary Products / Dental Care Products / Cheese (Counters) / Meat and Meat Products (Counters) / Beer / Sparkling Wine and Champagne / Savoury Snacks		Special: Drugstore Products II Special: End of Year Rush	
<b>44</b>	03.11.	24.10.			Goldener Zuckerhut Issue	Goldener Zuckerhut / Berlin 02.11.-03.11.
<b>45</b>	10.11.	31.10.	Coffee and Tea	RR Spain CD: 29.09.		EHI Technologie Tage / Bonn 07.11.-08.11.
<b>46</b>	17.11.	07.11.	Vegan and Vegetarian II	RR Greece CD: 13.10.		
<b>47</b>	24.11.	14.11.		RR Sachsen-Anhalt CD: 13.10.		
<b>direkt</b> 12	01.12.	10.11.	Check-out Zone / Impulse Purchase / Confectionery / Pet Food / Cleaning Agents & Detergents / Bread and Baked Goods / Shopfitting			
<b>48</b>	01.12.	21.11.	Cosmetics and Body Care II		Feature Digital Business CD: 10.11.	
<b>49</b>	08.12.	28.11.	Baby Products II		Feature Trade Shows 2018 CD: 07.11.	
<b>50</b>	15.12.	05.12.				
<b>51</b>	22.12.	12.12.				
<b>52</b>	29.12.	15.12.				