

2008 Editorial Calendar

JAN/FEB:

NY Pizza Show Pre-Show Issue, Online Ordering

Don't miss out on the online ordering trend! Your competitors are taking advantage of a computer-savvy market; learn how you can do the same.

Bonus: Results of our 2007 Pizza Industry Census Report!

Food Focus: Peppers

Beverage Focus: Beer

Information Center Focus: Direct Mail

Space Deadline: December 3

Artwork Due: December 7

MARCH:

NY Pizza Show Issue, Promotional Merchandising

Building brand awareness is vital to your success. Learn how promotional products such as T-shirts and glasses can bring new customers through your door.

Food Focus: Seafood

Beverage Focus: Drink Mixes

Information Center Focus: Mixers

Space Deadline: January 25

Artwork Due: January 29

APRIL:

Post-NYPS Issue, Patio Dining

Spring is here; learn how to bring the outside in through perfect patio design.

Food Focus: Panini

Beverage Focus: Ice-Blended Drinks

Information Center Focus: Refrigeration

Space Deadline: March 19

Artwork Due: March 25

MAY:

Catering

Thought about offering a catering service but didn't know where to begin? Let our A-Z guide take you through the steps to getting started.

Food Focus: Desserts

Beverage Focus: Teas

Information Center Focus: Dough Forming

Space Deadline: April 21

Artwork Due: April 25

JUNE/JULY:

Visual Marketing, Canadian Bonus Coverage

From sky dancers and balloons to motion signage and billboards, *PMQ's Pizza Magazine* explores your opportunities for catching the eye of the passerby.

Food Focus: Kid-Friendly Foods

Beverage Focus: Flavored/Specialty Sodas

Information Center Focus: Ovens

Space Deadline: May 19

Artwork Due: May 23

AUGUST:

Orlando Pizza Pre-Show Issue, Creating a Safe Kitchen

Going into 2008, how safe is your kitchen? *PMQ's Pizza Magazine* will delve into what it takes to keep your chefs and staff out of harms way in the most important room of your establishment.

Food Focus: Alternative Flours

Beverage Focus: Bottled Water

Information Center Focus: Franchising

Space Deadline: July 9

Artwork Due: July 14

SEPTEMBER:

Orlando Pizza Show Issue, Magnets

New marketing techniques that help your magnet stand out from the others on your customers' refrigerator.

Food Focus: Nontraditional menu items

Beverage Focus: Nonalcoholic Beverages

Information Center Focus: Display Cases

Space Deadline: August 4

Artwork Due: August 8

OCTOBER:

Post Orlando Pizza Show Issue, Buffets and Salad Bars

What are the income possibilities with a salad bar and pizza/pasta buffet? Experts weigh-in on the pros and cons of letting customers serve themselves.

Food Focus: Condiments

Beverage Focus: Hot Beverages

Information Center Focus: Customer Entertainment

Space Deadline: September 22

Artwork Due: September 26

NOV/DEC:

Pizza Power Industry Analysis Issue, Pizza Pages Buyers Guide for 2009, Tableware, Canadian Bonus Coverage

Want to know how to set a better table? *PMQ's Pizza Magazine* breaks it down from glassware to cutlery to napkins and tablecloths.

Food Focus: Cured Meats/Hard Cheeses

Beverage Focus: Wine

Information Center Focus: Pizzeria Design

Space Deadline: October 20

Artwork Due: October 24

IN EVERY ISSUE:

Pizzeria profiles; industry trends; marketing, management and financial advice; recipes and Q&A with The Dough Doctor

PMQ's **Pizza Magazine**

2008 Rate Card
USA Edition

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