

# 2010 Editorial Schedule for *Shelf Impact!*

## March

*closing: January 29*

*materials: February 5*

- New developments in holograms
- **Design Forum** Designers' blog – opinions on featured packages from designers from around the country and around the world.
- **Out Front** Selections from the Global Package Gallery
- **Thinking in 360** Jim George offers perspective on timely topics

## June

*closing: April 28*

*materials: May 5*

- Eye-tracking research
- **Happenings** On-trend articles from reports at the FUSE conference and the Packaging Summit, from Editor-in-Chief Jim George. Topics could include sustainability, structural design, and the use of specific materials.
- **Design Forum** Designers' blog
- **Out Front** Selections from the Global Package Gallery
- **Thinking in 360** Jim George comments on timely package design issues

## September

*closing: July 28*

*materials: August 4*

- Labeling developments or special-effects developments
- **Design Forum** Designers' blog
- **Out Front** Selections from the Global Package Gallery
- **Thinking in 360** Jim George's perspective on current topics

## December

*closing: October 29*

*materials: November 5*

- **Happenings** On-trend articles from reports at the PROOF conference and HBA Global Expo, from Editor-in-Chief Jim George. Topics will include research (ethnography, focus groups, etc.) and applying that consumer knowledge to package development, specifically the personal care and cosmetics industry.
- **Design Forum** Designers' blog – opinions about packages by designers from around the country and around the world.
- Selections from the Global Package Gallery
- **Thinking in 360** Jim George's take on current issues

PLEASE NOTE: *Shelf Impact!*'s editorial approach is to report on the most relevant and timely developments; actual editorial selections may vary from the above schedule, at the editor's discretion.



### ► BONUS DISTRIBUTION AND INDUSTRY EVENTS:

- WestPack, February 9-11 Anaheim
- Flexible Pkg Assoc Meeting, Mar. 10-12, Orlando
- FUSE Conference, April 14-16, Chicago
- NACD Annual Meeting, April 14-18, Orlando
- Pkg Summit Expo, May 18-19, Rosemont, IL
- EastPack, June 8-10, New York
- HBA GlobalExpo, Sept. 28-30, New York
- PACK EXPO Int'l, Oct 31-Nov 4, Chicago

### For Advertising Information

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