

CHRISTIAN RETAILING

2001 Advertising and Editorial Schedule*

Issue	Space Reservation	Product Focus	Material Deadline
Jan. 8 CBA EXPO * Bonus Circulation	Nov. 13, 2000	<ul style="list-style-type: none"> • CBA EXPO • Louisville Show • Display/Merchandising Section 	Nov. 22, 2000
Jan. 22	Nov. 30, 2000	<ul style="list-style-type: none"> • State of the Industry Report • VBS 	Dec. 8, 2000
Feb. 5	Dec. 18, 2000	<ul style="list-style-type: none"> • Spring Books Edition • Fiction Trends • First-Book Authors 	Dec. 27, 2000
Feb. 19	Jan. 3, 2001	<ul style="list-style-type: none"> • The Innovators • Mother's Day/Women's Products 	Jan. 11, 2001
Mar. 5	Jan. 17, 2001	<ul style="list-style-type: none"> • Graduation Season • Judaic Products 	Jan. 25, 2001
Mar. 19	Jan. 31, 2001	<ul style="list-style-type: none"> • Apparel • Father's Day/Men's Products • Weddings/Bridal Season 	Feb. 8, 2001
Apr. 2	Feb. 14, 2001	<ul style="list-style-type: none"> • Children's Market • Sunday School Products • Homeschooling Curriculum 	Feb. 22, 2001
Apr. 16 GMA Show * Bonus Circulation	Feb. 28, 2001	<ul style="list-style-type: none"> • GMA Issue • Teen Trends • Display/Merchandising Section 	Mar. 8, 2001
May 7 Expolit Show RBTE Show * Bonus Circulation	Mar. 21, 2001	<ul style="list-style-type: none"> • Summer Books Edition • Spanish Market • Audio Books • First-Book Authors 	Mar. 29, 2001
May 21	Apr. 4, 2001	<ul style="list-style-type: none"> • Top 100 Report • Back to School 	Apr. 12, 2001
June 11 Pre-CBA Show CMN Show	Apr. 20, 2001	<ul style="list-style-type: none"> • Pre-CBA Issue • Catholic Market • Reference Books 	Apr. 30, 2001
July 2 CBA Show * Bonus Circulation	May 9, 2001	<ul style="list-style-type: none"> • CBA Convention Issue • Atlanta Show 	May 17, 2001
Aug. 1 Christmas	June 11, 2001	<ul style="list-style-type: none"> • Special Christmas Edition • Greeting Cards • Christmas Music 	June 19, 2001
Aug. 20	June 25, 2001	<ul style="list-style-type: none"> • Countdown to Christmas Part 1 • New Media • Southern Gospel Music Month • Judaic Products • Display/Merchandising Section 	July 3, 2001
Sept. 3	July 18, 2001	<ul style="list-style-type: none"> • Fall Books Edition • Jewelry • Countdown to Christmas Part 2 	July 26, 2001
Sept. 17	July 31, 2001	<ul style="list-style-type: none"> • Bibles/Bible Studies • Bible Software • Countdown to Christmas Part 3 	Aug. 8, 2001
Oct. 1	Aug. 14, 2001	<ul style="list-style-type: none"> • Children's Market • Children's Books • Children's Music 	Aug. 22, 2001
Oct. 22	Sept. 5, 2001	<ul style="list-style-type: none"> • Devotionals • Video Market • Display/Merchandising Section 	Sept. 13, 2001
Nov. 12	Sept. 26, 2001	<ul style="list-style-type: none"> • Winter Books Edition • Catholic Market • Black History Month • First-Book Authors 	Oct. 4, 2001
Dec. 10 Pre-EXPO Pre-ECPA Shows	Oct. 22, 2001	<ul style="list-style-type: none"> • Valentine's Day Products • Church Supplies 	Oct. 30, 2001

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***RATED #1 TRADE PUBLICATION FOR
THE CHRISTIAN RETAIL MARKET**

*Based on third survey conducted by Green & Clark Research,
July 1987, Raleigh, N.C.

We're changing the face of the industry.