

2015 EDITORIAL CALENDAR (subject to change)

Vending Times

Every issue of VT influences a readership of key decision-makers. Industry leaders rely on VT for its insightful, must-read coverage that defines the issues facing the vending community.

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	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close	12.8.14	1.9.15	2.9.15	3.9.15	4.10.15	5.8.15	6.7.15	7.10.15	8.10.15	9.11.15	10.9.15	11.9.15
Ad Files Due	12.15.14	1.16.15	2.17.15	3.16.15	4.17.15	5.15.15	6.15.15	7.17.15	8.17.15	9.18.15	10.16.15	11.16.15
Target Mailing	1.16.15	2.17.15	3.16.15	4.17.15	5.15.15	6.16.15	7.17.15	8.17.15	9.15.15	10.19.15	11.16.15	12.18.15
Convention Distribution	European Amusement and Gaming Expo London, Jan. 13-15 (Dec 2014 Issue Distributed) East Coast Expo Atlantic City, Feb. 18-19		Amusement Expo Las Vegas, Mar. 24-26 NBVA (Bulk) Show [collocation] Las Vegas, Mar. 24-26	NAMA OneShow Chicago, April 22-24				Bonus Distribution! VT enjoys onsite distribution at a number of regional, national and international trade shows not listed here. Call for details. Year-Round Digital Advertising Opportunities are also available both on VendingTimes.com and in the <i>Ahead of the Times</i> weekly newsletters.	Atlantic Coast Exposition (ACE) Myrtle Beach, SC Oct. 8-10 NACS (Las Vegas, Oct. 11-14) National Assn. of C-Stores		IAAPA Expo Orlando, FL, Nov. 16-20	

VT.24.7.365. We provide round-the-clock reporting on what's going down in vending and coin-op. We offer daily Web posts, RSS feeds in more than a dozen news categories, twitter feeds, weekly email news dispatches (3x-4x) and special email newsletters, including advertising-only editions.

Dedicated News	Every issue of <i>VENDING TIMES</i> includes news dedicated to Amusements, Jukeboxes, Bulk vending and Full-Line vending. Plus, a monthly spotlight on amusement and bulk vending merchandise.											
Editorial Highlights	Year in review and forecast for 2015 Redemption <i>BULK:</i> Ball gum	Amusement Expo preview Videogames NBVA show preview	Photobooths <i>BULK:</i> Flat vending Amusement Expo & NBVA show issue	Skill cranes <i>BULK:</i> Pricing Amusement Expo and NBVA wrapup Alternative fuel vehicles/Materials handling	Tavern market & place-based promotions AE and NBVA reports Video gaming	Classic coin-op Digital signage <i>BULK:</i> Capsuled toys & prizes	SPECIAL ISSUE: BUYERS GUIDE and DIRECTORY	Street operator product review <i>BULK:</i> Licensing	Payments: cash, cashless and mobile Security	Jukeboxes IAAPA Attractions Expo preview	Amusement vending (merchandisers) Leagues and tournaments IAAPA show issue	Pool tables Route management IAAPA show report PLUS: CENSUS of the INDUSTRY supplement
	<i>Articles by amusement industry experts published regularly</i>											

VENDING TIMES WILL PRODUCE 12 ISSUES IN 2015: ELEVEN MONTHLY ISSUES and the annual BUYERS GUIDE, plus the CENSUS of the INDUSTRY [supplement]

ABOUT OUR SPECIAL ISSUES:

The annual VT International BUYERS GUIDE Issue - listing every supplier of equipment and products for vending and coin-op amusements - is the industry's authoritative reference guide for purchasing. The VT BUYERS GUIDE is circulated throughout the industry, in the United States and abroad, serving as a key purchasing resource for operators in all segments of the diverse amusement, music and vending business, and to organizations outside the industry seeking knowledgeable partners.

The CENSUS of the INDUSTRY has been the recognized source for marketing data used by everyone in the industry, and by the financial community and government outside it, for the past 68 years. This publication is referred to continually by decision-makers to analyze sales trends and gauge industry performance. The annual study mails with VT's October or November editions.

Digital versions of monthly editions and the annual Buyer's Guide and Census issues are also available and can deliver more exposure for your company's branding message in global markets. These digital volumes are hosted by VT's online library where they are easily accessed by readers.