2012 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.

VENDING TIMES WILL PRODUCE 12 ISSUES IN 2012:
ELEVEN MONTHLY ISSUES and the annual BUYERS GUIDE, plus the CENSUS of the INDUSTRY [supplement]

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ABOUT OUR SPECIAL ISSUES:
The annual VT International BUYERS GUIDE Issue – listing key suppliers of equipment and products for vending, OCS, foodservice and coin-op – 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 and growing vending, office refreshment and foodservice 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 66 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 September or October edition.

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.