

# 2021 IN.depth Publication Calendar

## Q1

### JANUARY | Category Spotlight: Innovations & Emerging Brands

Suggested Categories

- Emerging Brands
- Innovative Products
- New and/or HRG-starred Items
- Newly Launched Products
- Niche Products
- Planogrammed Items

10% early-bird discount	10/16/2020
last sign-up date	10/30/2020
drop date	1/11/2021

### FEBRUARY | Category Spotlight: Skin Care, First Aid & Sun Care

Suggested Categories

- Allergy
- Anti-itch Treatments
- Bandages, Wound Care & First Aid
- Foot Care
- Health Supports
- Skin Care
- Sun Care, After-sun Care
- Lip Care

10% early-bird discount	11/20/2020
last sign-up date	12/4/2020
drop date	2/10/2021

### MARCH | Category Spotlight: Seasonal Solutions

Suggested Categories

- Anti-itch Treatments
- Cold & Allergy
- Eye & Ear Care
- Foot Care
- Sleep Aids
- Vitamins & Supplements
- Weight Management

10% early-bird discount	12/18/2020
last sign-up date	1/8/2021
drop date	3/10/2021

## Q2

### APRIL | Product Sampler

Suggested Categories

- Any Product(s)
- Any Category(s)
- Line Extension(s)
- New Item(s)

10% early-bird discount	1/22/2021
last sign-up date	2/5/2021
drop date	4/12/2021

### MAY | Category Spotlight: Wellness & Personal Care

Suggested Categories

- Eye & Ear Care
- Family Planning & Sexual Wellness
- Feminine Care
- Hair Care & Lice Treatments
- Oral Care
- Shaving & Grooming & Deodorant
- Skin Care
- Sun Care, After-sun Care

10% early-bird discount	2/19/2021
last sign-up date	3/5/2021
drop date	5/10/2021

### JUNE | Category Spotlight: Medicine Chest

Suggested Categories

- Bandages & First Aid
- Digestive Health
- Lice Treatments
- Oral Rehydration Products
- Pain Relief
- Thermometers
- Skin Care
- Vitamins & Supplements

10% early-bird discount	3/26/2021
last sign-up date	4/9/2021
drop date	6/10/2021

## Q3

### JULY | Category Spotlight: Immune Support & Self-care

Suggested Categories

- Cold, Flu & Allergy
- Digestive Health
- Gloves, Masks & Wipes
- Nasal Sprays
- Skin Care
- Thermometers & Personal Diagnostics
- Vitamins & Supplements

10% early-bird discount	4/23/2021
last sign-up date	5/7/2021
drop date	7/12/2021

### AUGUST | Category Spotlight: Cold, Flu & Pain Relief

Suggested Categories

- Cold & Flu
- Eye & Ear Care
- Humidifiers & Vaporizers
- Oral Rehydration Products
- Pain Relief
- Thermometers
- Vitamins & Supplements

10% early-bird discount	5/21/2021
last sign-up date	6/4/2021
drop date	8/10/2021

### SEPTEMBER | Category Spotlight: Chronic Conditions

Suggested Categories

- Diabetes Supplies
- Diabetes Meters & Test Strips
- Diabetic Footwear
- Foot Care
- Nutritional
- Pain Relief
- Skin Care
- Vitamins & Supplements

10% early-bird discount	6/25/2021
last sign-up date	7/9/2021
drop date	9/10/2021

## Q4

### OCTOBER | Product Sampler

Suggested Categories

- Any Product(s)
- Any Category(s)
- Line Extension(s)
- New Item(s)

10% early-bird discount	7/23/2021
last sign-up date	8/6/2021
drop date	10/11/2021

### NOVEMBER | Category Spotlight: Wellness & Self-care

Suggested Categories

- Deodorant
- Eye & Ear Care
- Foot Care
- Incontinence
- Oral Care
- Hair Care & Lice Treatments
- Skin Care
- Sun Care, After-sun Care

10% early-bird discount	8/27/2021
last sign-up date	9/10/2021
drop date	11/10/2021

### DECEMBER | Category Spotlight: Health Essentials

Suggested Categories

- Cold & Allergy
- Digestive Health
- Feminine Care
- Pain Relief
- Nutritional
- Shaving & Grooming
- Vitamins & Supplements
- Weight Management

10% early-bird discount	9/24/2021
last sign-up date	10/8/2021
drop date	12/10/2021



All product categories are welcome in any issue.

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