

2018 Editorial Calendar

Reserve your ad space in upcoming issues by calling your **SN** Advertising Representative today!
Barbara Boyce, National Sales Manager, 303.337.6854 | Lisa M. Turner, Eastern Regional Sales Manager, 305.671.3763 | Jo Neese, S. Midwestern Regional Sales Manager, 214.505.1680
Gayle Massey, Western Regional Sales Manager, 925.476.5515

JANUARY

Theme

Reduce Your Stress!
(Personal Development)

Food Focus

Mushrooms

Other

For Managers & Employees:
Tracking Temperatures

Bonus Distribution*

School Nutrition Industry
Conference (SNIC)

Planning Deadline

November 15, 2017



FEBRUARY

Theme

Strategic Planning

Food Focus

Fish/Seafood

Planning Deadline

December 1, 2017



MARCH

Theme

Come Together for Inclusivity

Food Focus

Grapes

Other

ANC18 Sneak Peek

"Where's Ruby
Roaming?" Contest Recap

Bonus Distribution*

Legislative Action
Conference (LAC)

Planning Deadline

December 15, 2017



APRIL

Theme

Meals "on Wheels"
(Food Trucks/Buses/
Golf Carts)

Food Focus

Made to Order
(Trends & Menu Items)

Other

For Managers & Employees:
Introducing New Foods

National School Lunch and
School Breakfast Weeks

2018-19 Preview

SNIC Recap

Earth Day

Planning Deadline

January 8, 2018

JUNE/JULY

Theme

Town & Country: The Unique
Characteristics, Challenges
and Opportunities of Urban
and Rural Districts

Food Focus

Mediterranean Cuisines

Other

For Managers & Employees:
The Value of Training/
Professional Development

ANC18 Preview

"What's Ruby Reading?"
Contest

Bonus Distribution*

Annual National
Conference

Planning Deadline

March 1, 2018



AUGUST

Theme

Back to School: Building Your
School Nutrition Brand

Food Focus

Dairy

Other

President's Profile:
Gay Anderson, SNS

Planning Deadline

May 1, 2018



SEPTEMBER

Theme

Kids in the Kitchen
(Culinary Skills Programs
for Students)

Food Focus

Rice (Grains)

Other

For Managers & Employees:
Customer Service

ANC18 Recap

"What's Ruby Reading?"
Contest Winners

Planning Deadline

June 5, 2018



MAY

Theme

The School Principal

Food Focus

Summer Squash
(Vegetables)

Other

LAC Recap

Planning Deadline

February 1, 2018



*Various issues of *School Nutrition* are also sent to state affiliate conferences.

SN also includes periodic features on equipment, safety, nutrition operations management and legislation. Each month features **Bonus Web Content**, including short, related articles and helpful resources.

If you are interested in contributing to one of the above topics, please contact **SN** editorial staff at SNMagazine@schoolnutrition.org or call (800) 877-8822, ext. 112, prior to the editorial planning deadline.

OCTOBER

Theme

Meeting the Needs of
Differently-Abled Kids—
and Employees

Food Focus

Gluten-Free

Other

ANC18 Secret Shopper
Results

Planning Deadline

July 5, 2018



NOVEMBER

Theme

HR Challenges

Food Focus

Breakfast for Lunch

Other

For Managers & Employees:
Nutrition 101

NSBW19 Reminder

Planning Deadline

August 7, 2018



DECEMBER

Theme

Supporting Military Families

Food Focus

Juice Blend Beverages

Planning Deadline

September 5, 2018