



The Official Publication of the School Nutrition Association

If you are interested in contributing to any of the planned editorial topics, please contact Content Director Kelsey Casselbury at kcasselbury@schoolnutrition.org.

Planning deadlines are flexible up until six weeks prior to publication month.

Note: The magazine format, monthly themes and editorial schedules are subject to change with minimal warning.

SN also includes periodic features on equipment, safety, nutrition, operations management, technology, DEI and legislation. Each month also features Bonus Web Content.

For advertising opportunities

Please contact our sales partners at MCI USA:

- Brian Marks | AVP, Client Partnership & Performance
brian.marks@wearemci.com
- Dan Kaste | Account Executive
dan.kaste@wearemci.com
- Christina Kardon | Account Executive
christina.kardon@wearemci.com

Opportunities include sponsored recipes, digital article sponsorships, website advertising, email advertising and more.

2024 Editorial Calendar

JANUARY/FEBRUARY

Theme Preventing, Managing and Relieving Stress

- Content Focus**
- The impact of interpersonal dynamics on stress management
 - Intersection of nutrition and mental health
 - Finding freedom when stepping out of your comfort zone

Food Focus Scratch and speed-scratch baking dough-based items

Planning deadline November 14, 2023

MAY/JUNE

Theme Special Diets
Annual National Conference Issue

- Content Focus**
- Understanding and managing medical and religious diets in schools
 - Taking the "niche" out of lifestyle diets

- Also in This Issue**
- 2024-25 National School Lunch & Breakfast Week campaigns
 - #ANC24 preview

Food Focus Native American & Sonoran Cuisine

Planning deadline March 1, 2024

SEPTEMBER/OCTOBER

Theme Technology

- Content Focus**
- How AI can impact you at work and home.
 - A POS evolution
 - Additional content TBD

Food Focus Pasta

Planning Deadline July 1, 2024

MARCH/APRIL

Theme Annual Food issue

- Content Focus**
- Taste the potential of using AI for tomorrow's menus
 - Global flavors and developing culturally relevant recipes
 - Sea to School programs

Food Focus Strawberries

Planning deadline January 6, 2024

JULY/AUGUST

Theme Communication Skills
Back-to-School issue

- Content Focus**
- Sharing your school nutrition "elevator speech"
 - Public speaking skills
 - Additional content TBD

- Also in This Issue**
- 2024-25 SNA President's Profile: Shannon Gleave, RDN, SNS

Food Focus Global breakfasts

Planning deadline May 1, 2024

NOVEMBER/DECEMBER

Theme Workplace Culture

- Content Focus**
- The power in our differences
 - The multigenerational workforce
 - The "A" in DEIA

Food Focus Leafy greens

Planning Deadline September 1, 2024