

Issue	January/February	March/April	May/June	July/August	September	PL Directory 2011	October	November/December
Theme	PLMA Post Show	PL Hall of Fame & Private Label Magazine's 30th Anniversary Issue	NACDS Cosmoprof North America	Store Brand Retailer of the Year	HBA Global Expo Premium Private Label	<i>The Private Label Industry's Most Comprehensive Directory & Buyer's Guide</i>	Pre-PLMA GREEN Issue	PLMA At-Show
Category	Food Cheese Coffee/Tea Pasta & Rice Sauces & Salsa	Food Breakfast Coffee Flavorings Condiments & Spices Oils & Vinegars Cookies & Crackers	Food Canned Goods Cheese Sports/Energy/Nutrition Candy/Snacks/Nuts	Food Dairy Products Beverages Produce/Salads/Fixings BBQ Sauces/Condiments Lite/Healthy/Organic	Food Breakfast Cheese/Dips Pasta & Rice Gourmet/Specialty	Food Household Health & Beauty General Merchandise	Food Frozen Food Lite/Healthy/Organic Sauces & Salsa Condiments & Spices Jams/Preserves/Spreads	Food Pizza Convenience Foods Soups & Gravies Ethnic Foods Wines & Spirits Beverages
Category	Non-Food Baby Care Eye Care/Skin Care Foils/Plastic/Paper OTC/Healthcare Wipes	Non-Food Household Cleaners Men's Care Oral Care Paper Products	Non-Food Baby Care Beauty Care OTC/Healthcare Feminine Care	Non-Food Sun Care Party & Picnic Supplies Plastic Bags/Containers Wipes Foot Care	Non-Food Beauty Care Eye Care First Aid/Healthcare Paper Products	Includes: Manufacturers Index Product Index Special Tab Sections for Extra Ad Impact	Non-Food Household Cleaners Men's Care Oral Care Pet Care	Non Food Feminine Hygiene Baby Care Beauty Care Foils/Plastic/Paper
Market	Retail PLMA's Salute to Excellence Awards	Retail Top 50 Food Retailers	Retail Top 20 Drug Retailers	Retail Retailer of the Year Store Brand Leadership Awards Top 20 Mass Merchandisers	Retail Special Report Premium Private Label	Supply Side Leaders 2,000 manufacturers and suppliers All Suppliers Food Products	Retail Special Report Natural/Organic/ Eco-Friendly	Retail Top 100 Retail Chains IRI Infoscan 2010
Business	Insights PLMA Show Report & Product Roundup	Insights Packaging Trends	Insights Technology/ Logistics Update	Insights Product Development	Insights Quality Assurance Contract Manufacturing	Household Supplies Health & Beauty Care General Merchandise	Insights Packaging Design	Insights International Report
Every Issue	Departments Calendar of Events PL Marketplace Market News SupplySide Expert Advice	Departments Calendar of Events PL Marketplace Market News SupplySide Expert Advice	Departments Calendar of Events PL Marketplace Market News SupplySide Expert Advice	Departments Calendar of Events PL Marketplace Market News SupplySide Expert Advice	Departments Calendar of Events PL Marketplace Market News SupplySide Expert Advice	Plus: Industry Calendar Advertiser Index	Departments Calendar of Events PL Marketplace Market News SupplySide Expert Advice	Departments Calendar of Events PL Marketplace Market News SupplySides Expert Advice
Show Previews	* PLMA's 30th Annual Meeting & Leadership Conference Orlando, FL, March 25-28 * Natural Products Expo West Anaheim, CA, March 12-14	* FMI Markettechnics Mandalay Bay Convention Center Las Vegas, NV, May 11-3	* Dairy-Deli-Bake Houston, TX, June 6-8 * NACDS San Diego, CA, June 5-8 * Cosmoprof North America Las Vegas, NV, July 18-20	* HBA Global Expo New York, NY, September 15 * Natural Products Expo East Boston, MA, September 14-16 * Healthy Foods International Dallas, TX, October 29-30	Previews * NFRA San Fransico, CA, October 16-19 * Healthy Foods International Dallas, TX, October 29-30	Website www.pldirectory.com	Previews * PLMA, Chicago, IL, November 14-16 * Healthy Foods International Dallas, TX, October 29-30	Previews * PLMA, Chicago, IL, November 14-16
Advertising Extras	Bonus Circulation PLMA Leadership	Bonus Circulation PLMA Leadership FMI	Bonus Circulation NACDS Dairy-Deli-Bake Cosmoprof North America	Bonus Circulation HBA Global Expo Natural Products Expo East	Bonus Circulation NFRA HBA Global Expo	Bonus Circulation At All Major Trade Shows	Bonus Circulation PLMA Healthy Foods International	Bonus Circulation Advertiser Booth Locator
Important Dates	Ad Close/Material Due 4-Jan-10 11-Jan-10	Ad Close/Material Due 5-Mar-10 12-Mar-10	Ad Close/Material Due 3-May-10 10-May-10	Ad Close/Material Due 2-Jul-10 9-Jul-10	Ad Close/Material Due 30-Jul-10 6-Aug-10	Ad Close/Material Due 3-Sep-10 10-Sep-10	Ad Close/Material Due 3-Sep-10 10-Sep-10	Ad Close/Material Due 1-Oct-10 8-Oct-10

2010 International Edition

Private Label International is the only magazine published for the International (non-US) private label market.

PLI is published for and distributed to 7,000 retailers in Europe, Asia, Australia, the Mideast, Central and South America. It's focus on Store Brands is must-reading for retailers in hypermarkets, supermarkets, drug, pharmaceutical/toiletry, chains, general merchandisers and brokers and distributors.

Spring

MDD Expo-Paris
30-31 March
At-Show Issue

Food

Beverages
Cereals
Frozen Foods

Non-Food

Household Products
Baby Care

**Trade Fair
Previews/Bonus
Distribution**

* *Cosmoprof Bologna*
15-18 April

* *PLMA Amsterdam*
18-19 May

Retailer Profile
France/Italy

Ad Closing
15 February 2010

Material Due
22 February 2010

Summer

PLMA Amsterdam
18-19 May
At-Show Issue

Food

Beverages
Convenience
Frozen Foods
Italian Specialties

Non-Food

Household Products
Beauty Care

**Trade Fair
Previews/Bonus
Distribution**

* *SIAL - Paris*
17-21 October

* *Marca Blanca - Madrid*
15 November

Retailer Profile
The Netherlands

Extra

* *ICE Special Supplement*

Ad Closing
12 April 2010

Material Due
19 April 2010

Autumn

SIAL-Paris
17-21 October
At-Show Issue

MARCA Bologna
2010 Preview

Food

Beverages
Baked Goods
Frozen Foods
German Specialties

Non-Food

Beauty Care
Cleaning Products

**Trade Fair
Previews/Bonus
Distribution**

* *Marca Blanca - Madrid*
15 November

* *Marca-Bologna 2011*

Retailer Profile
* Germany

Ad Closing
10 September 2010

Material Due
17 September 2010

Rate Card #16

Effective October 15, 2010

Four-color Rates

Frequency	1X	2X	3X
1-Page	2,860	2,650	2,500
2/3-Page	2,240	2,105	2,000
1/2-Page	1,980	1,835	1,715
1/3-Page	1,600	1,525	1,465
1/4-Page	1,465	1,400	1,350
Inside Front Cover	3,295	3,075	2,900
Inside Back Cover	2,970	2,740	2,555
Back Cover	3,765	3,465	3,225

B&W Rates

Frequency	1X	2X	3X
1-Page	2,060	1,850	1,685
2/3-Page	1,440	1,305	1,200
1/2-Page	1,180	1,035	920
1/3-Page	800	725	665
1/4-Page	665	600	550
Inside Front Cover	2,495	2,275	2,100
Inside Back Cover	2,170	1,940	1,750
Back Cover	2,965	2,665	2,425

Two-Color Rates

Add \$265 to Black & White Rate

Matched Color Rates

Add \$350 to Black & White Rate

European Headquarters

Mr. Jacco van Laar

Tel. +31 (0) 341 26 08 60

Fax: +31 (0) 341 45 57 74

Mobile: +31 (0) 6 13 68 18 08

E-mail: jaccovanlaar@wanadoo.nl