









Issue/Ad Close	Lead Features	Product Spotlight	Retail Focus	Special Reports	Bonus Distribution	Issue Specific Marketing Support	Program Participation Schedule
January SPECIAL ISSUE Ad Close: 12/03/03 + Mats Due: 12/10/03	+ Buyers' Guide The must-have directory of suppliers to the industry. It's the place to be seen by your prospects!			+ DDI Annual Holiday Window Competition + DDI 2003 Forum Full Coverage		+ 1,500 Direct Mail Opportunity (4x 1/2-page or larger advertisers) + Buying Intention Survey	
February*  Ad Close: 01/05/04 + Mats Due: 01/08/04	+ GlobalShop Planner + DDI's DesignNOW Preview	+ Audio	+ Auto	+ Retail Flooring Ideas + POP Specifiers' Guide	+ POPAI Annual Industry Leadership Conference	+ Sales Advantage + Buying Intention Survey	
GlobalShop Directory Ad Close: 02/13/04 + Mats Due: 02/19/04	Drive traffic to your booth and be sure you're seen at the world's largest annual retail design and in-store marketing event with an ad in the GlobalShop Directory.						
March* SPECIAL ISSUE Ad Close: 01/29/04 + Mats Due: 02/04/04	+ GlobalShop Issue + DDI Design 100 + Markopoulos Award	 + Furniture	+ Department Stores	+ Lighting	+ GlobalShop + Lightfair + DesignNOW	+ Sales Advantage + Buying Intention Survey	
April*  Ad Close: 03/02/04 + Mats Due: 03/08/04	+ Design Challenge	+ Supermarket Fixtures	+ Supermarkets	+ Retail Design Awards Winners  + GlobalShop Exhibitor Profiles	+ FMI Show	+ Sales Advantage + Buying Intention Survey	
May*  Ad Close: 04/02/04 + Mats Due: 04/08/04	+ The Best of GlobalShop + Top Retail Lighting Designers	+ Props & Decoratives	+ Kids	+ Retail Lighting Ideas + DesignNOW Coverage	+ ICSC Spring Convention	+ Buying Intention Survey	
June Ad Close: 04/30/04 + Mats Due: 05/06/04	+ Flooring Trends	+ Signage & Graphics	+ Sporting Goods		+ NeoCon	+ Brand Awareness Study (Run in June + 6 issues in 2004) + Sales Advantage + Buying Intention Survey	
July SPECIAL ISSUE Ad Close: 06/02/04 + Mats Due: 06/07/04	+ 2004 Fixture Leaders + Fixture Supplier Roundtable	 + Mannequins	+ Health & Beauty	+ Ceiling Systems		+ Buying Intention Survey	
August Ad Close: 06/30/04 + Mats Due: 07/07/04	+ Consumer Preference Study	+ Surfaces	+ International	+ Retail Flooring Ideas + Canadian Resource Guide	+ Canadian Resource Guide to POP Show - Chicago	+ AdQ® Study + Sales Advantage + Buying Intention Survey	
September SPECIAL ISSUE Ad Close: 07/30/04 + Mats Due: 08/05/04	+ 7th Annual Book of Lists  Be part of the industry buzz! From the best store interiors and the year's most innovative products to the hottest design firms, DDI defines the best-of-the-best in this entertaining and informative issue.				+ POP Show - Chicago	+ POP Show Stopper + Buying Intention Survey	
October Ad Close: 09/02/04 + Mats Due: 09/08/04	+ Lighting Survey + Consumer Trends - I	+ In-store Electronic Media	+ Specialty Apparel	+ Fixture Specifiers' Guide + Surfaces Report	+ NASFM Convention + DDI Forum	+ Sales Advantage + Buying Intention Survey	
November SPECIAL ISSUE Ad Close: 10/01/04 + Mats Due: 10/06/04	+ 3rd Annual DDI/NASFM Retail Interiors Forecast  + Consumer Trends - II	+ Fixtures	+ Financial	+ Retail Lighting Ideas	+ NASFM Convention	+ Buying Intention Survey	
December Ad Close: 11/01/04 + Mats Due: 11/05/04	+ Retail Report Card	+ Wallcovering & Fabrics	+ Fashion Accessories	+ In-store Marketing Trends	+ POP Show - NY	+ POP Show Stopper + Sales Advantage + Buying Intention Survey	

In Every Issue: Flooring + Lighting + Visual Merchandising
 Fixturing + In-Store Marketing + Technology

Editorial line-up, bonus distribution and ad close dates are subject to change.
 *GlobalShop Advertising Package includes February, March and your choice of April or May.



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