

2014 Nightclub & Bar Media Group Editorial Calendar

Nightclub & Bar Editorial Coverage

Original, exclusive, relevant, invaluable – Nightclub & Bar creates exclusive content that’s meaningful to on-premise operators. The result is a digital platform that attracts and engages on-premise professionals, providing your brand unprecedented visibility and branding opportunities with a qualified audience.

A taste of the continuous coverage exclusively found on Nightclub.com

- Around the Scene
- “Bar Rescue” Exclusives
- Bartender of the Month
- Blogs
- Business Builders
- Chain Beverage Buzz
- Industry, Product & Event News
- Jon Taffer Insights
- Promos We Love
- Promotions Calendar
- Openings
- Recipe Files
- Social Media
- Top 100 Operator Profiles
- What’s Shakin’
- Women Making an Impact



2014 Editorial Calendar

For editorial pitches or freelance inquiries
email ksantoro@questex.com

January

Bonus Content: Promotion Planning Guide
Employee Motivation
Glassware
Loyalty Marketing
Social Media
Start Up Strategies
Winter Promotions
Recipe File: Sake

February

Bonus Content: Top 100 and Nightclub & Bar Awards
Accounting Systems
Beer Myths
Boosting Profits
Cost Analysis
Entertainment
Simple Drink Formulas
Word-of-Mouth Marketing
Recipe File: Tequila & Mezcal

March

Bonus Content: Nightclub & Bar Show
Live Music
Out-of-the-Box Promotions
Performance Nightclubs
Ready To Serve
Spring Cleaning
Troubleshooting
Recipe File: Whiskey

April

Bonus Content: Nightclub & Bar Show Highlights
Beverage Menus
Effective Promotions
Review Sites
Signature Drinks
Unruly Guests
Valuable Feedback
Recipe File: Cognac

May

Bonus Content: New Innovations
Avoiding Food Born Illnesses
Four Wall Marketing
Healthy Credit
Non-Alcohol
Promotional Goals
Wine
Recipe File: Gin

June

Bonus Content: Nightlife Moguls
Bar Disasters
High-Energy Nightclubs
Infusing Methods
Maximizing Beverage Sales
SoLoMo Approach
Summer Trends & Promos
Recipe File: Punch

July

Bonus Content: 50 Operations Tips
Customer Relations
Door Policies
Frozen Treats
Happy Hour & Late Night
Ongoing Promotions
Premium Push
Theft
Recipe File: Wine Cocktails

August

Bonus Content: Social Media Guide
LGBT Marketing
Growing Markets
Management Strategies
Nightclub Entertainment
Technology
Twitter
Recipe File: Rum

September

Bonus Content: Nightclub & Bar's Next 50
Bar Wars
Beer Lists
DJs
Fall Promotions
Hiring
Lighting & Video
Recipe File: Beer Cocktails

October

Bonus Content: Upcoming Craft Distillers
Bottle Service
Customer Service
High-Volume Cocktails
Kitchen Managers
Management Missteps
Reward Based Promotions
Protecting Liability
Recipe File: Vodka

November

Bonus Content: Nightclub & Bar Buyer's Guide
Craft Cocktail Bars
Designated Drivers
Employee Retention
Food Development
Promoting Specials Online
Wild Promotions
Recipe File: Hot Beverages

December

Bonus Content: Entrepreneurial Awards
Better Bartending
Nightclub Promoters
Remodeling
Safety Concerns
Sleek Sippers
Workplace Wellness
Recipe File: Brandy

*Editorial schedule subject to change without notice.