



JANUARY QSR Transformational Brand of the Year

Discover the brand that’s rapidly transforming and positioning itself for a promising future. Who will be the standout choice for 2025?

★ **SPECIAL REPORT:** QSR’s Breakout Brand of the Year

FRESH IDEAS: Where’s the Plant-Based Space Headed | **SEGMENT MARKETING:** Restaurant Equipment & Technology



SPACE DEADLINE:

17

NOVEMBER 2025

MATERIALS DEADLINE:

1

DECEMBER 2025

FEBRUARY WOMEN IN RESTAURANT LEADERSHIP

The Women in Restaurant Leadership issue is a celebration of the trailblazing women who are redefining the culinary landscape. The edition shines a spotlight on the achievements, inspiring stories, and innovative ideas of women leaders who are making waves in the restaurant industry.

★ **SPECIAL REPORT:** Women in Franchising

FRESH IDEAS: Chicken Tenders Take a Leap | **SMART CHAIN:** Digital Signage and Drive Thru



SPACE DEADLINE:

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DECEMBER 2025

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30

DECEMBER 2025

MARCH The Blurring of Lines: QSR and FSR Come Together

Our annual combined issue explores how quick-service and casual-dining chains intersect—more than they ever have in the past. That’s true of menus, technology, service, and more.

★ **SPECIAL REPORT:** Workforce Innovation—What Robots Can (and Can’t) Do Yet - The AI Issue

FRESH IDEAS: The Brunch Menu Boom

SMART CHAIN: AI and Automation Trends | **SEGMENT MARKETING:** Food Trends



SPACE DEADLINE:

13

JANUARY 2026

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7

JANUARY 2026

APRIL THE FAST CASUAL ISSUE AND INTRODUCTION OF FUTUREMAKER AWARDS

QSR’s Fast Casual issue explores the dynamic brands redefining the middle ground between speed and quality. We spotlight the concepts leading growth, shaping culture, and setting the standard for what modern dining looks like in 2025.

★ **SPECIAL REPORT:** Fast Casual FutureMaker Awards: The Best in 2025 (inaugural signature report, replaces 40/40 List)

FRESH IDEAS: Elevated Sides: When Fries Just Aren’t Enough

SMART CHAIN: Marketing | **SEGMENT MARKETING:** Restaurant Franchising Opportunities



SPACE DEADLINE:

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FEBRUARY 2026

MATERIALS DEADLINE:

24

FEBRUARY 2026

MAY NRA Show Issue

This issue is packed with insights on quick-service trends, exploring the vanishing dining room, expansion of food menus at beverage chains, and much more. Our NRA Show edition remains the biggest of the year.

★ **SPECIAL REPORT:** The Rise of Asian-American Fast Casual

FRESH IDEAS: Do You Agree with CPG? | **SEGEMENT MARKETING:** Loyalty and Payment Trends



SPACE DEADLINE:

17

MARCH 2026

MATERIALS DEADLINE:

31

MARCH 2026

JUNE Young Leaders to Watch

These rising founders, executives, franchise operators, and chefs signify the forthcoming tide of culinary industry innovators. *Signet ad Study.*

★ **SPECIAL REPORT:** Restaurant Rebranding

FRESH IDEAS: Surge of Global-Inspired Comfort Food | **SMART CHAIN:** Facilities Management



SPACE DEADLINE:

14

APRIL 2026

MATERIALS DEADLINE:

28

APRIL 2026

JULY The Finance Issue

This issue dives deep into the dollars and sense of restaurant growth, breaks down the financial forces shaping QSR success, and how brands are adapting to stay profitable.

★ **SPECIAL REPORT:** What Happens When Franchisees Want Out?

FRESH IDEAS: Spicy Still Sells | **SEGEMENT MARKETING:** Restaurant Equipment & Technology



SPACE DEADLINE:

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MAY 2026

MATERIALS DEADLINE:

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JUNE 2026

AUGUST QSR 50

How do the top quick-service brands measure up? The industry's leading quick-service report is back, filled with sector-leading analysis.

★ **SPECIAL REPORT:** Profile on QSR 50 Brand

FRESH IDEAS: Sandwich Chains Go the Extra Foot | **SMART CHAIN:** Banking and Lending



SPACE DEADLINE:

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JUNE 2026

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JUNE 2026

SEPTEMBER The EVOLUTION Issue

Running in tandem with our QSR Evolution Conference, we'll explore what it takes to run the quick-service restaurant of the future, from tech to labor to becoming a Best Franchise Deal. This issue will be distributed at our Atlanta event and enjoy exposure to the best operators in the industry.

★ **SPECIAL REPORT:** Best Franchise Deals

FRESH IDEAS: Bowls and the Demand for Customization | **SEGMENT MARKETING:** Restaurant Franchising Opportunities



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JULY
2026

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28
JULY
2026

OCTOBER Drive-Thru Report

QSR magazine's drive-thru issue examines innovations and trends in fast-food service lanes and provides comprehensive analysis and insider tips to enhance speed and efficiency for both operators and enthusiasts alike.

★ **SPECIAL REPORT:** The 800-Square-Foot Powerhouse: Small Format, Big Revenue

FRESH IDEAS: Swooning for Seafoods

SEGMENT MARKETING: Drive Thru Trends



SPACE DEADLINE:

18
AUGUST
2026

MATERIALS DEADLINE:

1
SEPTEMBER
2026

NOVEMBER Best Brands to Work For

In a new day and age where employees harness more power, here are the top brands that are making the biggest difference in the lives of their workers.

★ **SPECIAL REPORT:** Menu Report

FRESH IDEAS: LTOs That Became Staples | **SEGMENT MARKETING:** Labor Solutions



SPACE DEADLINE:

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SEPTEMBER
2026

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SEPTEMBER
2026

DECEMBER The Digital Disruptors

These tech-savvy pioneers are revolutionizing the quick-service industry with cutting-edge innovations, infusing the sector with a burst of digital flair, and leaving us eager to see what culinary tech advancements lie ahead. *Signet Ad Study.*

★ **SPECIAL REPORT:** The Digital Loyalty Arms Race



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OCTOBER
2026

MATERIALS DEADLINE:

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NOVEMBER
2026