

EDITORIAL CALENDAR

IN EVERY ISSUE
 Hot Topic, Consumer Corner, Working the Web, Store Scene, Company Tour*, Greetings!, Best of the New*

* SEE PAGE 5 FOR VENDOR PUBLICITY OPPORTUNITIES FOR THESE REGULAR DEPARTMENTS.



WINTER

COVER STORY: 2011 Trends: The styles and designs shaping the industry
NOTEWORTHY: Letterpress
CARD MARKET: Tech-savvy, Easter, Father's Day, Mother's Day, Graduation
HOT PRODUCTS: Pet-themed, Personalized, Cause-Related, Eco-Friendly
CELEBRATIONS: Girls' Night Out Items

EDITORIAL DEADLINE: October 14, 2010



SPRING

COVER STORY: National Stationery Show
NOTEWORTHY: Seasons of Change
CARD MARKET: Christmas (photo, boxed, singles), Hanukkah, Halloween
HOT PRODUCTS: Back to School, Magnets, Notebooks, Notepads, 2012 Calendars
CELEBRATIONS: Holiday Party Items

EDITORIAL DEADLINE: February 11, 2011



SUMMER

SPECIAL SUPPLEMENTS: LOUIE AWARDS, INVITATIONS ETC.

COVER STORY: The Cyber Connection: How brick & mortars can use the Internet to their advantage to increase sales.
NOTEWORTHY: Birth Announcements
CARD MARKET: Valentine's Day, Alternative Lifestyle, Kids, Get Well, Sympathy
HOT PRODUCTS: Plush, Stickers, Gift Books, Journals, Novelty
CELEBRATIONS: Baby Shower Favors

EDITORIAL DEADLINE: April 28, 2011



FALL

COVER STORY: Resolve to Evolve
NOTEWORTHY: Desk Accessories
CARD MARKET: Ethnic, Irreverent, Congratulations, Retirement, Money Holders/Gift Cards
HOT PRODUCTS: Travel Accessories, Photo Frames/Albums, Bar/Bat Mitzvah Items
CELEBRATIONS: Cocktail Napkins

EDITORIAL DEADLINE: August 12, 2011

Showcase Your Brand's Specialty & Expertise with Two Keepsake Supplements



LOUIE AWARDS

SHOW OFF YOUR HONORED CARDS

Included with the Summer issue, this special annual supplement showcases the Greeting Card Association's Annual International Greeting Card Awards – the "LOUIEs."

- Mailed to 22,000 retailers.
- Advertise your nominated and/or winning cards.
- Insert or polybag a sample of your nominated or winning lines.



INVITATIONS etc.

4TH ANNUAL EDITION

This highly popular advertorial supplement is included with our Summer issue. It features custom and imprintable invitations, wedding and baby accessories and other products of interest to today's successful stationers, as well as articles on wedding invitations and bridal accessories.

- Mailed to 22,000 retailers.
- Purchase a display ad and receive an equivalent space FREE for product shots.

