

JANUARY/FEBRUARY:

DISTRIBUTION AT MAJOR WINTER TRADE SHOWS

THE 2009 TRENDS ISSUE

- **Design Notes:** Color Trends
- **Party Time:** Licensed Partyware
- **The Card Market:** Mother's Day, Father's Day and Graduation Cards

PLUS: Cause-Related Items, Personalized Products, Pet-Themed Products

SPECIAL ADVERTISING SECTION: INSPIRATIONAL PRODUCTS

Editorial Deadline: September 26, 2008
Ad Space Closing: November 10, 2008
Ad Material Deadline: November 19, 2008

MARCH/APRIL:

PRE-STATIONERY SHOW ISSUE, DISTRIBUTION AT THE HCPSHOW

THE PARTY ISSUE

- **Design Notes:** Save-the-Date Cards
- **Party Time:** Halloween Partyware
- **The Card Market:** Birthday Cards

PLUS: Balloons, Party Invitations, 2010 Calendars

Editorial Deadline: November 21, 2008
Ad Space Closing: January 5, 2009
Ad Material Deadline: January 12, 2009

MAY/JUNE:

DISTRIBUTION AT THE NATIONAL STATIONERY SHOW & DALLAS MARKET CENTER

THE NATIONAL STATIONERY SHOW ISSUE

- **Design Notes:** Letterpress-Printed Merchandise
- **Party Time:** Christmas Partyware
- **The Card Market:** Christmas and Hanukkah Cards

PLUS: Giftwrap & Bags, Pens, Novelty Items, Stickers & Craft Accessories

Editorial Deadline: January 21, 2009
Ad Space Closing: March 6, 2009
Ad Material Deadline: March 13, 2009

JULY/AUGUST:

DISTRIBUTION AT ALL MAJOR SUMMER TRADE SHOWS

THE BABY ISSUE

- **Design Notes:** Plush Toys
- **Party Time:** Baby-Shower Partyware
- **The Card Market:** Halloween and Thanksgiving Cards

PLUS: Birth Announcements, Photo Frames & Albums, Gift Books

SPECIAL ADVERTISING SECTION: GIFTWRAP, BAGS & ACCESSORIES

Editorial Deadline: April 13, 2009
Ad Space Closing: May 27, 2009
Ad Material Deadline: June 2, 2009

SEPTEMBER/OCTOBER:

INCLUDING THE "INVITATIONS ETC." SUPPLEMENT

THE ONLINE ISSUE

- **Design Notes:** Well-Designed Websites
- **Party Time:** Valentine's Day Balloons & Partyware
- **The Card Market:** Valentine's Day Cards

PLUS: Journals, Desk Accessories, Organizational Items

SPECIAL ADVERTISING SECTION: PENS/HOME-OFFICE ACCESSORIES

Editorial Deadline: June 1, 2009
Ad Space Closing: July 15, 2009
Ad Material Deadline: July 22, 2009

NOVEMBER/DECEMBER:

PRE-WINTER SHOWS ISSUE, DISTRIBUTION AT AMERICASMART•ATLANTA

THE WEDDING ISSUE

- **Design Notes:** Wedding Invitations
- **Party Time:** Bridal-Shower Partyware
- **The Card Market:** Easter Cards

PLUS: Bridal Accessories, Inspirational Items, Ethnic Products

Editorial Deadline: August 3, 2009
Ad Space Closing: September 15, 2009
Ad Material Deadline: September 22, 2009



"We count on **Greetings etc.** to reach the best of the retail channel committed to cards and gifts. They consistently deliver a high-quality publication that supports our brand and product messages, and the editorial coverage stays up-to-date."

— PATRICK WALLACE, DIRECTOR OF MARKETING, LEANIN' TREE

EDITORIAL SUBMISSIONS GUIDELINE

ALL MATERIALS FOR EDITORIAL CONSIDERATION MUST BE SUBMITTED TO THE EDITOR BY THE EDITORIAL DEADLINE DATE. HI-RES IMAGES ARE REQUIRED (AT LEAST 300 DPI; MINIMUM OF 3 INCHES; SAVED AS A JPG, TIF OR EPS FILE), AS WELL AS DETAILED PRODUCT INFORMATION AND RETAIL PRICING.