

2018 Editorial Calendar

January Ad Close: December 18 **Materials Due:** December 22

FEATURES

- **Sartorial Style** – What's Trending in Promotional Apparel
- **Online Printing** – Surviving in a Vistaprint World

TRADITIONAL PRINT

- Packaging Labels

SALES KNOW-HOW

- Performing Damage Control

PRODUCT SPOTLIGHT

- New Products for 2018

February Ad Close: January 22 **Materials Due:** January 26

FEATURES

- **Big Profits** – The Growing Wide-Format Sector
- **Under 40** – A Spotlight on the Industry's Freshest Talent

TRADITIONAL PRINT

- Jumbo Rolls

SALES KNOW-HOW

- Hiring and Nurturing Sales Professionals

PRODUCT SPOTLIGHT

- Caps and Headwear

VERTICAL MARKET

- Health Care – Forms, Tags, Bags and Promotional Items

March Ad Close: February 19 **Materials Due:** February 23

FEATURES

- **State of the Industry**
- **System Upgrade** – Keeping Your Technology Offerings Current

TRADITIONAL PRINT

- Integrated Products

SALES KNOW-HOW

- Thinking Outside the Print Box

PRODUCT SPOTLIGHT

- Drinkware

April Ad Close: March 19 **Materials Due:** March 23

FEATURES

- **More Than a Buzzword** – Using Big Data to Build Better Customer Relationships
- **Best Case Studies** – Print/Promotional

TRADITIONAL PRINT

- Checks and Security Printing

SALES KNOW-HOW

- How to Get Past the Gatekeeper

PRODUCT SPOTLIGHT

- Stickers and Decals

May Ad Close: April 16 **Materials Due:** April 20

FEATURES

- **Women in Print and Promo** – Female Professionals Talk Accomplishments, Challenges and Why They Love This Industry
- **Direct Mail Round-up** – How to Execute the Perfect Campaign

TRADITIONAL PRINT

- Pressure Seal

SALES KNOW-HOW

- The Secrets of Sales Success

PRODUCT SPOTLIGHT

- Writing Instruments

VERTICAL MARKET

- Financial – Checks, Forms Pens and Promotional

June Ad Close: May 21 **Materials Due:** May 25

FEATURES

- **Choose Your Market** – How to Best Approach Major Verticals
- **Box It Up** – Everything You Need to Know About Packaging

TRADITIONAL PRINT

- Tags and Labels for Manufacturing

SALES KNOW-HOW

- Making the Most of Business Travel

PRODUCT SPOTLIGHT

- Bags and Totes

VERTICAL MARKET

- Tax Forms and Software

2018 Editorial Calendar

July Ad Close: June 18 **Materials Due:** June 22

FEATURES

- **Investing in the Future** – New Equipment for Your Plant
- **Power Couple** – Why Supply Chain Partnerships Matter

TRADITIONAL PRINT

- Presentation Folders

SALES KNOW-HOW

- The Value of Testimonials

PRODUCT SPOTLIGHT

- T-shirts

VERTICAL MARKET

- Schools and Universities – Print and Promotional Products

August Ad Close: July 20 **Materials Due:** July 26

FEATURES

- **Tips of the Trade** – Adding Promotional Products to Your Print Firm
- **Get Smart** – Understanding the Potential of Mobile Marketing

TRADITIONAL PRINT

- Continuous and Multipart Forms

SALES KNOW-HOW

- Q4 Selling

PRODUCT SPOTLIGHT

- Calendars

VERTICAL MARKET

- Restaurants and Bars – Menus, Napkins and Promotional Giveaways

September Ad Close: August 17 **Materials Due:** August 23

FEATURES

- **Paper Update** – Where Things Stand With the Market
- **Fully Invested** – Navigating the M&A Landscape

TRADITIONAL PRINT

- Digital Printing

SALES KNOW-HOW

- Closing the Deal

PRODUCT SPOTLIGHT

- Lanyards and Badges

VERTICAL MARKET

- Automotive – Forms, Tags and Dome Labels, Keychains, T-shirts and More

October Ad Close: September 14 **Materials Due:** September 20

FEATURES

- **Top 50 Trade Printers/Top 50 Promotional Products Suppliers** – With Interviews from the Top

TRADITIONAL PRINT

- Signs and Displays

SALES KNOW-HOW

- How to Sell to Millennials

PRODUCT SPOTLIGHT

- Edibles

November Ad Close: October 19 **Materials Due:** October 25

FEATURES

- **Top 50 Print Distributor Co.'s/Top 50 Promotional Products Distributor Co.'s** – With Interviews from the Top

TRADITIONAL PRINT

- Plastic Cards

SALES KNOW-HOW

- Building Business Through Social Media

PRODUCT SPOTLIGHT

- Magnets

VERTICAL MARKET

- Retail – P.O.P. Displays

December Ad Close: November 12 **Materials Due:** November 16

Annual Buyer's Guide