

2020 | MAGAZINE EDITORIAL CALENDAR

MONTH	FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT	VERTICAL MARKET
JANUARY Ad Close: Dec. 17, 2019 Materials Due: Dec. 24, 2019	<ul style="list-style-type: none"> ■ Style Guide – What's Trending in Promotional Apparel ■ Online Printing – Advantages of Online Trade Printers 	<ul style="list-style-type: none"> ■ Beverage Labels 	<ul style="list-style-type: none"> ■ Best Tips for Starting Your Year Off Right 	<ul style="list-style-type: none"> ■ New Products for 2020 	
FEBRUARY Ad Close: Jan. 22, 2020 Materials Due: Jan. 29, 2020	<ul style="list-style-type: none"> ■ Big Profits – Growing Your Wide-Format Sales ■ Under 40 – A Spotlight on the Industry's Newest Talent 	<ul style="list-style-type: none"> ■ Jumbo Rolls 	<ul style="list-style-type: none"> ■ How to Grow Your Sales by Maximizing Existing Accounts 	<ul style="list-style-type: none"> ■ Caps and Headwear 	<ul style="list-style-type: none"> ■ Health Care
MARCH Ad Close: Feb. 19, 2020 Materials Due: Feb. 26, 2020	<ul style="list-style-type: none"> ■ State of the Industry Report ■ Family Businesses – Preserving the Legacy 	<ul style="list-style-type: none"> ■ Security Printing 	<ul style="list-style-type: none"> ■ Leaving Money on the Table – Why Distributors Need to Become a One-stop Shop 	<ul style="list-style-type: none"> ■ Drinkware 	
APRIL Ad Close: March 19, 2020 Materials Due: March 26, 2020	<ul style="list-style-type: none"> ■ Investing in the Future – Buying the Right Equipment for the Best ROI ■ No Place Like Home – What to Know About Overseas Purchasing 	<ul style="list-style-type: none"> ■ Packaging Challenges and Solutions for Distributors 	<ul style="list-style-type: none"> ■ Using LinkedIn for New Customer Development 	<ul style="list-style-type: none"> ■ Stickers and Decals 	<ul style="list-style-type: none"> ■ Automotive
MAY Ad Close: April 16, 2020 Materials Due: April 23, 2020	<ul style="list-style-type: none"> ■ Women in Print and Promo – Female Professionals Talk Accomplishments, Challenges and Why They Love This Industry ■ Get Smart – Selecting Software for Your Print or Promo Business 	<ul style="list-style-type: none"> ■ Pressure Seal 	<ul style="list-style-type: none"> ■ M&A – Turning Relationships into Acquisitions 	<ul style="list-style-type: none"> ■ Bags and Totes 	<ul style="list-style-type: none"> ■ Financial
JUNE Ad Close: May 21, 2020 Materials Due: May 28, 2020	<ul style="list-style-type: none"> ■ The Sweet Spot – Vertical Market Roundup ■ Fresh Perspectives – Attracting Young Blood to a Mature Industry 	<ul style="list-style-type: none"> ■ Continuous Forms 	<ul style="list-style-type: none"> ■ Sales Presentation Pointers 	<ul style="list-style-type: none"> ■ T-Shirts 	<ul style="list-style-type: none"> ■ Tax Forms and Software
JULY Ad Close: June 18, 2020 Materials Due: June 25, 2020	<ul style="list-style-type: none"> ■ Meet Your CSR All-Stars – The Best and Brightest at Reducing Client Friction and Keeping Your Project Organized ■ Making the Grade – Why Paper Choice Matters to Your Project 	<ul style="list-style-type: none"> ■ Presentation Folders and Brochures 	<ul style="list-style-type: none"> ■ What's Hot in Apparel Decoration 	<ul style="list-style-type: none"> ■ Magnets 	
AUGUST Ad Close: July 20, 2020 Materials Due: July 27, 2020	<ul style="list-style-type: none"> ■ Best Case Studies – Promotional/Print ■ Page-turner – The Ins and Outs of Book Printing 	<ul style="list-style-type: none"> ■ Wide-Format Printing 	<ul style="list-style-type: none"> ■ Making the Most of the Holidays 	<ul style="list-style-type: none"> ■ Calendars 	
SEPTEMBER Ad Close: Aug. 17, 2020 Materials Due: Aug. 24, 2020	<ul style="list-style-type: none"> ■ Power Couple – The Importance of Supply Chain Partnerships ■ Fully Invested – Navigating the M&A Landscape 	<ul style="list-style-type: none"> ■ Integrated Tags and Labels 	<ul style="list-style-type: none"> ■ The Pros of Women-owned Businesses 	<ul style="list-style-type: none"> ■ Signs, Flags and Banners 	<ul style="list-style-type: none"> ■ Restaurants and Bars
OCTOBER Ad Close: Sept. 14, 2020 Materials Due: Sept. 21, 2020	<ul style="list-style-type: none"> ■ Top 50 Trade Printers/Top 50 Promotional Products Suppliers – With Interviews from the Top 	<ul style="list-style-type: none"> ■ Digital Printing 	<ul style="list-style-type: none"> ■ Postcard Marketing 	<ul style="list-style-type: none"> ■ Badges and Lanyards 	
NOVEMBER Ad Close: Oct. 19, 2020 Materials Due: Oct. 26, 2020	<ul style="list-style-type: none"> ■ Top 50 Print Distributor Co.'s/Top 50 Promotional Products Distributor Co.'s – With Interviews from the Top 	<ul style="list-style-type: none"> ■ Laser Cut Sheets and Unit Sets 	<ul style="list-style-type: none"> ■ Adding Promo to Your Product Line 	<ul style="list-style-type: none"> ■ Plastic Cards and Gift Cards 	<ul style="list-style-type: none"> ■ Retail
DECEMBER Ad Close: Nov. 12, 2020 Materials Due: Nov. 19, 2020	<ul style="list-style-type: none"> ■ ANNUAL BUYER'S GUIDE 				