

PRINT+PROMO

2019 Editorial Calendar

January Ad Close: December 17 **Materials Due:** December 24

FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT
<ul style="list-style-type: none"> • What's New on the Runway – What's Trending in Promotional Apparel • Online Printing – Beyond the Price Point 	<ul style="list-style-type: none"> • Integrated Labels 	<ul style="list-style-type: none"> • How to Best Offer Marketing Services 	<ul style="list-style-type: none"> • New Products for 2019

February Ad Close: January 22 **Materials Due:** January 29

FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT	VERTICAL MARKET
<ul style="list-style-type: none"> • Large and In Charge – Top Trade Wide-Format Suppliers • Under 40 – Meet the Industry's Newest Talent 	<ul style="list-style-type: none"> • Jumbo Rolls 	<ul style="list-style-type: none"> • Packaging Challenges and What Distributors Need to Know 	<ul style="list-style-type: none"> • Caps and Headwear 	<ul style="list-style-type: none"> • Health Care – Forms, Tags, Bags and Promotional Items

March Ad Close: February 19 **Materials Due:** February 26

FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT
<ul style="list-style-type: none"> • State of the Industry Report • Family Businesses – Preserving the Legacy 	<ul style="list-style-type: none"> • Checks/Secured Documents 	<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 **Materials Due:** March 26

FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT
<ul style="list-style-type: none"> • Investing in the Future – Buying the Right Equipment for the Best ROI • American Made – Suppliers/Trade Printers Using Only American-made Products 	<ul style="list-style-type: none"> • Packaging Labels/Boxes 	<ul style="list-style-type: none"> • Making Your Time Count 	<ul style="list-style-type: none"> • Stickers and Decals

May Ad Close: April 16 **Materials Due:** April 23

FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT	VERTICAL MARKET
<ul style="list-style-type: none"> • Women in Print and Promo – Female Professionals Talk Accomplishments, Challenges and Why They Love This Industry • Surfing the Web – The Best Secrets to Finding More Leads 	<ul style="list-style-type: none"> • Pressure Seal-Mailers & Documents /Envelopes 	<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 – Checks, Security Printing, Forms and Promotional Items

June Ad Close: May 21 **Materials Due:** May 28

FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT	VERTICAL MARKET
<ul style="list-style-type: none"> • The Sweet Spot – Tapping Into the Right Vertical Markets • Fresh Perspectives – Attracting Young Blood to a Mature Industry 	<ul style="list-style-type: none"> • Continuous Forms 	<ul style="list-style-type: none"> • Adding Promo to Your Product Line 	<ul style="list-style-type: none"> • T-Shirts 	<ul style="list-style-type: none"> • Tax Forms and Software

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July Ad Close: June 18 **Materials Due:** June 25

FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT	VERTICAL MARKET
<ul style="list-style-type: none"> • Meet Your CSR All-Stars – The Best and Brightest at Reducing Client Friction and Keeping Your Project On Time • Fully Invested – Navigating the M&A Landscape 	<ul style="list-style-type: none"> • Wide-Format Printing 	<ul style="list-style-type: none"> • Postcard Marketing – How to Expand Your Value Beyond Variable Printing 	<ul style="list-style-type: none"> • Magnets/Badges/Lanyards 	<ul style="list-style-type: none"> • Restaurants and Bars – Menus, Napkins, Drink Tags, Promotional Items and Displays

August Ad Close: July 19 **Materials Due:** July 26

FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT	
<ul style="list-style-type: none"> • Best Case Studies – Promotional/Print • Get Smart – Understanding the Value of the Different Software Available 	<ul style="list-style-type: none"> • Presentation Folders/ Brochures 	<ul style="list-style-type: none"> • Making the Most of the Holidays 	<ul style="list-style-type: none"> • Calendars 	

September Ad Close: August 16 **Materials Due:** August 23

FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT	VERTICAL MARKET
<ul style="list-style-type: none"> • Power Couple – Why Supply Chain Partnerships Matter • Paper Update – The Effect of Tariffs and Supply Escalating Paper Costs 	<ul style="list-style-type: none"> • Custom Tags & Labels 	<ul style="list-style-type: none"> • Taking Apparel to the Next Level – Latest Trends in Decoration 	<ul style="list-style-type: none"> • Signs/Flags/Banners 	<ul style="list-style-type: none"> • Automotive – Forms, Tags, Labels, Promotional Items, Signs, Flags, Banners

October Ad Close: September 13 **Materials Due:** September 20

FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT	
<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"> • Aligning Sales and Customer Service 	<ul style="list-style-type: none"> • Writing Instruments 	

November Ad Close: October 18 **Materials Due:** October 25

FEATURES	TRADITIONAL PRINT	SALES KNOW-HOW	PRODUCT SPOTLIGHT	VERTICAL MARKET
<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/ Unit Sets 	<ul style="list-style-type: none"> • The Art of Self-Promotion 	<ul style="list-style-type: none"> • Plastic Cards, Gift Cards 	<ul style="list-style-type: none"> • Beverage/Retail – POP Displays

December Ad Close: November 12 **Materials Due:** November 19

<ul style="list-style-type: none"> • ANNUAL BUYER'S GUIDE 				
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