

# Editorial Calendar

## In Every Issue

Fresh Picks, The Color Wheel, Show Me Some, Designer Profile, Retailer Profile, The Green Room, Wandering the Blogosphere, The Hit List, Industry & Trade Show News

*\*Categories covered in every issue include greeting cards, stationery, invitations and announcements.*

## Winter 2010

### *The Trends Issue*

- Designers to Watch
- Category & Design Trends
- Coming of Age Events (*Bar & Bat Mitzvah, Sweet 16, Quinceañera*)
- Organizational Items (*From planners to calendars to journals*)

**Editorial Deadline: Oct. 19, 2009**

**Space Reservations: Dec. 1, 2009**

**Ad Materials Due: Dec. 8, 2009**

**Bonus Distribution:** Atlanta International Gift & Home Furnishings Market, California Gift Show, Dallas International Gift & Home Accessories Market, LA Mart Gift & Home Furnishings Market, The Seattle Gift Show, 7W New York, San Francisco International Gift Fair, The Chicago Market: Living and Giving, Craft and Hobby Association Convention and Trade Show, New York International Gift Fair

## Spring 2010

### *The NSS Issue*

- Show Introductions & Previews
- Market Style Update (*Green, Baby, Bridal, Greeting Cards, Office*)
- Christmas/Winter Holiday Product
- Very Vogue Printing Methods

**Editorial Deadline: Feb. 5, 2010**

**Space Reservations: March 19, 2010**

**Ad Materials Due: March 26, 2010**

**Bonus Distribution:** National Stationery Show, Dallas International Gift & Home Accessories Market

## Summer 2010

### *The Design Issue*

- What's Hot, A to Z
- Occasions & Milestones
- Licensing Update
- Personalized Product

**Editorial Deadline: April 19, 2010**

**Space Reservations: May 28, 2010**

**Ad Materials Due: June 4, 2010**

**Bonus Distribution:** Atlanta International Gift & Home Furnishings Market, California Gift Show, LA Mart Gift & Home Furnishing Market, The Seattle Gift Show, Toy Fair, 7W New York, San Francisco International Gift Fair, The Chicago Market: Living and Giving, Craft and Hobby Association Convention and Trade Show, New York International Gift Fair

## Fall 2010

### *The Baby & Bridal Issue*

- Must-Stock Elements (*save-the-dates, thank yous, announcements, etc.*)
- Favors & Gifts
- Motifs Not to Miss
- DIY Update
- Digital Photocards

**Editorial Deadline: July 12, 2010**

**Space Reservations: Aug. 26, 2010**

**Ad Materials Due: Sept. 2, 2010**

## Winter 2011

### *The Trends Issue*

**Editorial Deadline: Oct. 18, 2010**

**Space Reservations: Nov. 30, 2010**

**Ad Materials Due: Dec. 7, 2010**

Please send all editorial submissions to Sarah Schwartz at [editor@stationerytrendsmag.com](mailto:editor@stationerytrendsmag.com)