

2010 EDITORIAL CALENDAR



W I N T E R I S S U E

The Winter Shows Issue

Cover Story: 2010 Trends

Hot Products: U.S.-Made Merchandise;
Office Accessories; Recipe Items

The Card Market: Spring Holiday Cards

Party Time: Party Trends

Editorial Deadline: September 28, 2009

Ad Space Closing: November 10, 2009

Ad Material Deadline: November 19, 2009

S P R I N G I S S U E

NSS Preview Issue

Cover Story: NSS Product Spotlight

Hot Products: Journals, Back to School,
2011 Calendars, Gift wrap/bags

Card Market: Christmas/Halloween

Party Time: Cocktail Napkins

Noteworthy: Innovative Imprintables

Editorial Deadline: February 17, 2010

Ad Space Closing: March 10, 2010

Ad Material Deadline: March 17, 2010

S U M M E R I S S U E

The Summer Shows Issue

Cover Story: Birth Announcements

Hot Products: Bar/Bat Mitzvah Invites, Plush Toys, Stickers, Ethnic Items

The Card Market: Kids' Cards/Valentine's Day Cards

Party Time: Baby Shower Items

Noteworthy: Licensed goods

Editorial Deadline: May 4, 2010

Ad Space Closing: May 25, 2010

Ad Material Deadline: June 2, 2010

F A L L I S S U E

The Wedding Issue

Cover Story: Wedding Invitations

Hot Products: Travel accessories, frames/albums,
personalized items, magnets

Card Market: Thank you notes

Party Time: Wedding Favors

Noteworthy: Designer Stationery Collections

Editorial Deadline: August 11, 2010

Ad Space Closing: September 1, 2010

Ad Material Deadline: September 8, 2010

ALSO IN EVERY ISSUE:

- Greetings! • Hot Topic • Company Tour • Store Scene • Eye On The Industry • Best of the New • Trend Alert •

(NEW!) CONSULTANT'S CORNER

EDITORIAL SUBMISSION REQUIREMENTS

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. A clickable "Product Submissions Form" is also available at www.greetingsmagazine.com.