

**JANUARY/FEBRUARY:**

**DISTRIBUTION AT MAJOR WINTER TRADE SHOWS**

**THE 2009 TRENDS ISSUE**

- **Design Notes:** Color Trends
- **Party Time:** Licensed Partyware
- **The Card Market:** Mother's Day, Father's Day and Graduation Cards

**PLUS:** Cause-Related Items, Personalized Products, Pet-Themed Products

**SPECIAL ADVERTISING SECTION: INSPIRATIONAL PRODUCTS**

*Editorial Deadline: September 26, 2008*  
*Ad Space Closing: November 10, 2008*  
*Ad Material Deadline: November 19, 2008*

**MARCH/APRIL:**

**PRE-STATIONERY SHOW ISSUE, DISTRIBUTION AT THE HCPSHOW**

**THE PARTY ISSUE**

- **Design Notes:** Save-the-Date Cards
- **Party Time:** Halloween Partyware
- **The Card Market:** Birthday Cards

**PLUS:** Balloons, Party Invitations, 2010 Calendars

*Editorial Deadline: November 21, 2008*  
*Ad Space Closing: January 5, 2009*  
*Ad Material Deadline: January 12, 2009*

**MAY/JUNE:**

**DISTRIBUTION AT THE NATIONAL STATIONERY SHOW & DALLAS MARKET CENTER**

**THE NATIONAL STATIONERY SHOW ISSUE**

- **Design Notes:** Letterpress-Printed Merchandise
- **Party Time:** Christmas Partyware
- **The Card Market:** Christmas and Hanukkah Cards

**PLUS:** Giftwrap & Bags, Pens, Novelty Items, Stickers & Craft Accessories

*Editorial Deadline: January 21, 2009*  
*Ad Space Closing: March 6, 2009*  
*Ad Material Deadline: March 13, 2009*

**JULY/AUGUST:**

**DISTRIBUTION AT ALL MAJOR SUMMER TRADE SHOWS**

**THE BABY ISSUE**

- **Design Notes:** Plush Toys
- **Party Time:** Baby-Shower Partyware
- **The Card Market:** Halloween and Thanksgiving Cards

**PLUS:** Birth Announcements, Photo Frames & Albums, Gift Books

**SPECIAL ADVERTISING SECTION: GIFTWRAP, BAGS & ACCESSORIES**

*Editorial Deadline: April 13, 2009*  
*Ad Space Closing: May 27, 2009*  
*Ad Material Deadline: June 2, 2009*

**SEPTEMBER/OCTOBER:**

**INCLUDING THE "INVITATIONS ETC." SUPPLEMENT**

**THE ONLINE ISSUE**

- **Design Notes:** Well-Designed Websites
- **Party Time:** Valentine's Day Balloons & Partyware
- **The Card Market:** Valentine's Day Cards

**PLUS:** Journals, Desk Accessories, Organizational Items

**SPECIAL ADVERTISING SECTION: PENS/HOME-OFFICE ACCESSORIES**

*Editorial Deadline: June 1, 2009*  
*Ad Space Closing: July 15, 2009*  
*Ad Material Deadline: July 22, 2009*

**NOVEMBER/DECEMBER:**

**PRE-WINTER SHOWS ISSUE, DISTRIBUTION AT AMERICASMART•ATLANTA**

**THE WEDDING ISSUE**

- **Design Notes:** Wedding Invitations
- **Party Time:** Bridal-Shower Partyware
- **The Card Market:** Easter Cards

**PLUS:** Bridal Accessories, Inspirational Items, Ethnic Products

*Editorial Deadline: August 3, 2009*  
*Ad Space Closing: September 15, 2009*  
*Ad Material Deadline: September 22, 2009*



"We count on **Greetings etc.** to reach the best of the retail channel committed to cards and gifts. They consistently deliver a high-quality publication that supports our brand and product messages, and the editorial coverage stays up-to-date."

— PATRICK WALLACE, DIRECTOR OF MARKETING, LEANIN' TREE

**EDITORIAL SUBMISSIONS GUIDELINE**

**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.**