



EDITORIAL CALENDAR 2018

IN EVERY ISSUE:

- Startup to Success
- Backstory
- Visual Merchandising
- Gifted Retailer OR Specialty Store Tips (rotates)
- News Roundup
- Market Previews/Calendar
- Industry/Retail Columns
- Sip with an Expert (every other month)
- Retailers Respond with What's Selling Sidebar
- Product Sections; Home, Candles, Fashion, Holiday, Bath & Body, Stationery, Gourmet, Giftables, Kids' Corner

JANUARY

Ad Close: 12/1/17

Materials Due: 12/8/17

Mail Date: 1/2/18

- BUSINESS FEATURE: New Year, Fresh Start—strategizing in-store events, developing employee incentives/team building
- HOLIDAY FEATURE: Holiday Trends 2018/Looking back at what sold in 2017
- GIFTABLES FEATURE: Spring Holiday Gift Guide—Easter, Mother's Day, Weddings
- Winter Market Debuts

Additional Category Features:

- FASHION FEATURE: How Retailers Can Prepare for Winter and Spring Travel Season with Resortwear
- CANDLES FEATURE: Spring Cleaning with Fresh Scents, How to make older inventory look new
- KIDS' CORNER: Active Play—Keeping kids active and healthy with play
- Editorial content will also include coverage/product pages for: Home, Stationery, Bath & Body, Gourmet

Show Distribution: Atlanta, Chicago, Columbus, Dallas, Las Vegas, Los Angeles, Minneapolis, New York, Orlando, Seattle, Toronto

Ad Sections: NYC Gift Guide- Show Distribution Only

FEBRUARY

Ad Close: 1/15/18

Materials Due: 1/19/18

Mail Date: 2/8/18

- BUSINESS FEATURE: When to Expand (new products, more space, more locations)
- GOURMET FEATURE : Making Cooking Fun (with new tools, including the whole family)
- GIFTABLES FEATURE: Unisex Gifts
- KIDS' CORNER FEATURE: Toy Licensing/ popular toys influenced by pop culture; News Roundup in toy news; What's selling in Toys; Market Debuts for Toy Fair.
- Housewares Show Market Debuts

Additional Category Features:

- STATIONERY FEATURE: Invitation Trends (Weddings and other special events)
- BATH & BODY FEATURE: The Healing Art of Bath and Body
- Editorial content will also include coverage/product pages for: Home, Candles. Fashion, Holiday

Show Distribution: Boston, Denver, Gatlinburg, Toy Fest West, Toy Fair, International Housewares Show

Ad Sections: Best of Show, IH+HA – Functional Gifts for Home + Kitchen

MARCH/APRIL

Ad Close: 3/5/18

Materials Due: 3/7/18

Mail Date: 4/3/18

- BUSINESS FEATURE: Consumer Shopping Habits 2018 How are consumers shopping, how important is shopping local, what is most important (price, selection, etc.)
- HOME/TABLETOP FEATURE: New Homeowner Essentials
- GIFTABLES FEATURE: Men's Gifts (for Father's Day and beyond)
- Tabletop Market Debuts

Additional Category Features:

- CANDLES FEATURE: New Frontier in Candles: Multiwicks, crackling wicks, matches
- HOLIDAY FEATURE: Fall-ing into the Holidays (Halloween, Fall Harvest Season, Thanksgiving) – making products work for each fall holiday for a longer shelf life
- KIDS' CORNER FEATURE: Games to Go – Games great for Summer Road Trips
- Editorial content will also include coverage/product pages for: Fashion, Stationery, Bath & Body, Gourmet

Show Distribution: High Point, NY Tabletop

Ad Sections: Candle Talk, National Stationery Show, Great Gifts for Men

MAY

Ad Close: 4/6/18

Materials Due: 4/13/18

Mail Date: 5/8/18

- BUSINESS FORUM: *Today's Gift Retailer Survey*
- STATIONERY FEATURE: Back to School: New Products for Kids and Adults
- GIFTABLES FEATURE: Socially Responsible/Cause-Related Gifts
- Stationery Show Market Debuts

Additional Category Features:

- FASHION FEATURE: Are Hats Back?
- GOURMET FEATURE: Grill Master Gifts
- KIDS' CORNER FEATURE: Blinded by Science (educational toys, etc.), PLUS ASTRA Preview article; What's selling in toys; News roundup for toys; Market debut for toys.
- Editorial content will also include coverage/product pages for: Home, Bath & Body, Candles, Holiday

Show Distribution: Gatlinburg, Mississippi Trademart, NY Stationery Show, ASTRA Show

Ad Sections: ASTRA Best of Show, Millennial Gifting, Socially Responsible/Cause Related Gifts

JUNE

Ad Close: 5/8/18

Materials Due: 5/11/18

Mail Date: 6/7/18

- BUSINESS FORUM: In-store Summertime Fun Events
- SPECIAL SECTION: Gifted Movers and Shakers (Gifted Women and Gifted Men)
- GIFTABLES FEATURE: Active Gifts (athleisure, hydration bottles, etc.)
- Summer Market Debuts

Additional Category Features:

- HOME FEATURE: Life on the Water (Coastal and Lakeside Home Décor)
- HOLIDAY FEATURE: Stocking Up for the Holidays
- BATH & BODY FEATURE: Relaxation for Her (spa treatments at home)
- KIDS' CORNER FEATURE: Junior Arts and Crafts
- Editorial content will also include coverage/product pages for: Fashion, Stationery, Candles, Gourmet

Show Distribution: Atlanta, Columbus, Dallas

Ad Sections: The Girlfriend's Guide to Gifting, Made in America

JULY

Ad Close: 6/1/18

Materials Due: 6/8/18

Mail Date: 7/5/18

- BUSINESS FORUM: American Pride—Where is it made? How Important is Made in America? And Products that show American pride
- FASHION FEATURE: Fall Fashion Trends 2018
- GIFTABLES FEATURE: Gifts in the Work Place

Additional Category Features:

- STATIONERY FEATURE: Inspirational
- GOURMET FEATURE: Edible Gifts
- KIDS' CORNER FEATURE: What a Doll – What's new in dolls
- Editorial content will also include coverage/product pages for: Home, Holiday, Candles, Bath & Body

Show Distribution: Atlanta, Chicago, Las Vegas Market, ASD, Los Angeles, Minneapolis, Orlando, Philadelphia, San Francisco, Seattle, Toronto

AUGUST

Ad Close: 7/12/18

Materials Due: 7/13/18

Mail Date: 8/9/18

- BUSINESS FORUM: The Growing Competition – How independent retailers can compete against online and big box rivals
- Retailer Excellence Awards Profiles
- CANDLES FEATURE: Recycled Materials and Reusable Containers
- GIFTABLES FEATURE: Still in Stock: Last minute gifts and stocking stuffer guide

Additional Category Features:

- FASHION FEATURE: From the Catwalk to the Gift Shop
- HOLIDAY FEATURE: After the Holiday Rush: Retail insights into holiday décor clearance sales and merchandising for the New Year.
- KIDS' CORNER FEATURE: Collectible Plush
- Editorial content will also include coverage/product pages for: Home, Stationery, Bath & Body, Gourmet

Show Distribution: Columbus, Denver, Ft Lauderdale, Gatlinburg, NYNOW, Seattle

Ad Sections: Best of Show, Fashion Walk

SEPTEMBER

Ad Close: 9/5/18

Materials Due: 9/10/18

Mail Date: 9/27/18

- HOME/TABLETOP FEATURE: Do Touch: New materials, textures, patterns that entice touch
- GIFTABLES FEATURE: Modern Mom Gifts (kid fashion, nursery décor)

Additional Category Features:

- CANDLES FEATURE: Evolution of the Candle
- GOURMET FEATURE: Coffee Shop Talk (coffee and tea accessories for the home)
- KIDS' CORNER FEATURE: What Tweens are Buying and How to Reach Them
- Editorial content will also include coverage/product pages for: Holiday, Stationery, Bath & Body, Candles

Show Distribution: High Point, NY Tabletop Market, Dallas Market Preview, ABC Kids Expo

Ad Sections: Immediate Delivery, Made in America

OCTOBER – THE GIFT BOOK 2019

Ad Close: 9/14/18

Materials Due: 9/24/18

Mail Date: 10/25/18

- Special annual edition – GDA's exclusive look at what's trending and why across gift and home categories. Includes consumer research and industry insights into every category within the gift industry.

Ad Sections: Ad adjacencies available for each category plus other premium positions

NOVEMBER

Ad Close: 10/5/18

Materials Due: 10/12/18

Mail Date: 11/6/18

- BUSINESS FEATURE: More than Just a Gift Store
- 25 Gifted Retailers
- BATH & BODY FEATURE: Understanding How It's Made and Different: Discussing Quality of Ingredients and Production
- GIFTABLES FEATURE: It's Personal (personalized gifts, like gourmet food labels, wine labels, wall art)

Additional Category Features:

- FASHION FEATURE: Jewelry Trends for 2018 and Beyond
- HOLIDAY FEATURE: Valentine's Day
- KIDS' CORNER FEATURE: Smart Toys and Interactive Games
- Editorial content will also include coverage/product pages for: Home, Stationery, Candles, Gourmet

Show Distribution: Gatlinburg

Ad Sections: Market Scene, Valentine's Day

DECEMBER

Ad Close: 11/6/18

Materials Due: 11/9/18

Mail Date: 12/4/18

- BUSINESS FEATURE: *Trends & Forecast Survey* – Product Sourcing: How are Retailers finding new products?
- GIFTABLES FEATURE: What's Next—Talking with Vendors About New Product Designs in Giftables

Additional Category Features:

- CANDLES FEATURE: Special Occasion Candles (Wedding unity, birthday, Hannukah, other milestones)
- HOME FEATURE: Home Dec Trends for 2019
- STATIONERY FEATURE: Greeting Cards and Gift Wrap Trends for 2019
- KIDS' CORNER FEATURE: Baby and Children Fashion
- Editorial content will also include coverage/product pages for: Fashion, Bath & Body, Gourmet, Holiday

Show Distribution: Atlanta, Dallas, Philadelphia