

2017 Editorial Calendar

There is the best advice for retail industry success in every issue of **Souvenirs, Gifts & Novelties (SGN)**. The magazine covers these categories regularly, plus many others:

- Gifts
- Apparel
- Jewelry
- Plush and Toys
- Fashion Accessories
- Quality Gifts
- Souvenirs
- Snacks, Candy and Gourmet Products
- Licensed Merchandise
- Signs
- Personal Care Products and Candles
- Resort and Beach Merchandise
- Baby Gifts and Apparel
- Home Decor
- Name-drop and Personalized Merchandise
- Collectibles
- Inspirational Merchandise
- Christmas and Holiday Merchandise
- Party Supplies and Decorations
- Sunglasses

May 2017

Ad closing: March 17, 2017

Summer Profiles in Excellence - A Forum for Advertisers, Plus the New Issue for the Annual Buyer's Guide Directory and Expanded Jewelry, Accessories and Stationery Coverage

- Calendars, Stationery, Frames and Gift Wrap
- Writing Instruments
- The National Stationery Show Preview Issue
- Stickers
- Personalized Name-drop Products
- Christmas, Thanksgiving and Grandparent's Day
- Pink Ribbon Merchandise
- Bath & Body
- Signs
- Home Decor

Bonus Distributed at These Shows and More:
National Stationery Show and Surtex.

June/July 2017

Ad closing: May 1, 2017

Special Resort Section and Summer Trade Show Issue Plus IGES, Las Vegas Souvenir and Christmas in July

- July Shows Issue
- Pet-Related Gifts
- Wind Chimes, Flags and Banners
- Back to School
- Art Glass/Stained Glass
- Made in the USA Merchandise
- Resort Section
- Bath & Body

Bonus Distributed at These Shows and More:
California, Chicago, Atlanta, ASD, and Philadelphia shows.

August/September 2017

Ad closing: June 23, 2017

Annual Buyer's Guide Directory/Special Resort Section, Plus Surf Expo and the Smoky Mountain Gift Show

- General Merchandise Special Report
- New Year's Merchandise
- Music Products
- Men's Gifts
- Store Fixtures and Accessories
- Stocking Stuffers
- Resort Section
- Signs
- Home Decor

Bonus Distributed at These Shows and More: New York, Denver, Surf Expo, Seattle, Las Vegas Souvenir, OASIS and Miami Wholesale shows.

October 2017

Ad closing: August 22, 2017

The BIG Resort Show Issue with the Best IGES, Smoky Mountain and Myrtle Beach Gift Show coverage.

- Wildlife-Themed Products
- Nostalgia Today
- Valentine's Day Merchandise
- Cruise Line Merchandise
- Truck Stops and Travel Centers
- Resort and Beach Stores

Bonus Distributed at These Shows and More: Smoky Mountain Gift Show, IGES Show, Grand Strand, East Coast Resort Expo, IAAPA (Amusement Park Show) and Winter Baseball Meetings.

SGN can't be beat when it comes to illuminating and making sense of the special challenges faced by today's retailers.

In each issue, the magazine covers these types of shops, as well as others:

- Gift Stores & Boutiques
- Jewelry Stores
- Apparel Stores
- Fashion Accessories
- Home Decor
- Bath & Body
- Gourmet Foods/Candy
- Hardware Stores
- Florists
- Zoos and Aquariums
- Party Stores
- Hospital Shops
- Museum Gift Shops
- College Stores
- Country Stores
- Toy Stores
- Resort and Seaside Locale Stores
- Inspirational Stores
- Baby Shops
- Cave and Cavern Souvenir Stores
- Public Lands Partner Stores
- Health and Beauty Stores
- Hallmark Stores
- Pharmacies
- Fan and Minor League Baseball Shops
- Discount and Variety Stores
- Waterpark and Theme Park Shops

November/December 2017

Ad closing: October 6, 2017

Surf Expo Special Section/Winter Trade Shows/Advertiser Bonus Profiles in Excellence Edition

- St. Patrick's Day and Easter merchandise
- Winter Shows Preview Issue
- Resort/Beach Products and Show Previews
- Resort Show Trends and Roundup
- Denver Western Show Preview Feature
- Surf Section
- Outdoor/Garden

Bonus Distributed at These Shows and More:
Sports Licensing and Tailgate Show, Philadelphia and Atlanta Previews, Surf Expo and Denver Western Show.

January 2018

Ad closing: November 24, 2017

Spring Trade Show Issue Plus Candles, Scented and Bath and Body Merchandise and Special Halloween Show Section

- Country Giftware
- Pet Gifts
- Mother's Day, Father's Day and Nurse's Day
- Graduation Season
- Outdoor/Garden
- Bath & Body
- Home Decor

Bonus Distributed at These Shows and More: Sports Licensing, New York, Chicago, Atlanta, California, Seattle, OASIS, Surf Expo, Philadelphia, Halloween and Party, Dallas, Toronto and Minneapolis Mart.

February 2018

Ad closing: December 22, 2017

Toy Fair and Annual Plush Report

- Sales Trends at General Gift Stores
- Games, Plush, Puzzles and Playthings
- Teens' Top Picks
- ASD Gift & General Merchandise Special Report
- Halloween Merchandise and Show Preview
- Sports Licensing
- Outdoor/Garden

Bonus Distributed at These Shows and More: CAMEX and ICBA, Denver, Transworld, Toy Fest West, NYC Toy Fair and Las Vegas ASD shows.

March/April 2018

Ad closing: February 9, 2018

Spring Buying Issue Plus Apparel, Hats, T-shirts and Fashion Accessories

- Annual Megabucks Feature
- Nautical-Themed Merchandise
- Christmas Trends
- Pirate Themed Merchandise
- Eyewear
- Spotlight on T-shirts, also covering apparel, hats, sweatshirts, socks, footwear and moccasins
- Visual merchandising and displays

Bonus Distributed at These Shows and More: Indianapolis, Ocean City and SPREE