**2014-2015 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, and 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

**October 2014**

**The BIG Resort Show Issue • Ad closing: August 20, 2014**

Advertisers and readers will benefit from special bonus features in this the BIG Resort Show Issue, historically the biggest book of the year. The edition also offers coverage of recurring merchandise categories and store types.

- Botanical Garden and Garden Center Merchandise
- Wildlife Themed Products
- Nostalgia Today
- Valentine’s Day Merchandise
- Cruise Line Merchandise
- Truck Stops and Travel Centers
- Sports Licensing
- CAMEX and ICBA, Denver, Transworld, Toy Fest West, Halloween show, NYC Toy Fair, and Las Vegas ASD shows.

**November/December 2014**

**Winter Trade Show/Advertiser Bonus Profiles in Excellence Edition • Ad closing: Oct 3, 2014**

Advertisers and readers will benefit from the Winter installment of the Profiles in Excellence feature, which offers special half-page tribute articles from advertising companies. In addition to coverage of recurring merchandise categories and store types, this Winter Trade Show issue also offers extensive bonus stories in the following categories:

- St. Patrick’s Day and Easter Merchandise
- Winter Show Preview Issue
- Resort/Beach Products
- Apparel
- Gifts
- Pharmaceuticals
- Beauty Products
- Gourmet Products
- Pet-Related gifts
- Visual merchandising and displays

**January 2015**

**Candles, Scented and Bath and Body Merchandise • Ad closing: November 21, 2014**

Advertisers and readers will benefit from special candles, scented bath and body merchandise stories in this special edition. In addition to coverage of recurring merchandise categories and store types, this issue offers even more editorial coverage in these areas:

- Country Giftware
- Pet Gifts
- Mother’s Day, Father’s Day and Nurse’s Day
- Graduation Season

**February 2015**

**Toy Fair and Annual Plush Report • Ad closing: December 19, 2014**

Advertisers and readers will benefit from special toy, plush, game and playthings features to celebrate the American International Toy Fair in New York City. In addition to coverage of recurring merchandise categories and store types, there are even more stories in the following categories:

- Sales Trends at General Gift Stores
- Games, Plush, Puzzles and Playthings
- Teens’ Top Picks

**March 2015**

**Spring Buying Issue • Ad closing: January 16, 2015**

This issue is the perfect accompaniment for Spring buying trips and also offers top-quality editorial covering recurring merchandise categories and store types, plus these special bonus features:

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

**May 2015**

**Summer Profiles in Excellence - A Forum for Advertisers • Ad closing: March 20, 2015**

Advertisers and readers will benefit from the Summer installment of the Profiles in Excellence feature, which offers special half-page tribute articles from advertising companies. The issue also offers the best coverage of recurring merchandise categories and store types, plus the following bonus features:

- 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

**June/July 2015**

**Christmas in July • Ad closing: May 1, 2015**

The issue features valuable tips and ideas for best Christmas buying practices plus stories covering recurring topics and store categories and these bonus features:

- July Shows Issue
- Pet-Related gifts
- Wind Chimes, Flags and Banners
- Back to School
- Art Glass/Stained Glass
- Made in the USA Merchandise

**August/September 2015**

**Annual Buyer’s Guide Directory • Ad closing: June 19, 2015**

The issue features a listing of all the top companies in the industry in this Buyer’s Guide Directory edition. In addition to stories covering all of the recurring topics and store types, the edition also offers the following bonus features:

- General Merchandise • Special Report
- New Year’s Merchandise
- Music Products

**October 2015**

**The BIG Resort Show Issue • Ad closing: August 14, 2015**

Advertisers and readers will benefit from special bonus features in this the BIG Resort Show Issue, historically the biggest book of the year. The edition also offers coverage of recurring merchandise categories and store types.

- Botanical Garden and Garden Center Merchandise
- Wildlife Themed Products
- Nostalgia Today
- Valentine’s Day Merchandise
- Cruise Line Merchandise
- Truck Stops and Travel Centers

**November/December 2015**

**Winter Trade Show/Advertiser Bonus Profiles in Excellence Edition • Ad closing: October 2, 2015**

Advertisers and readers will benefit from the Winter installment of the Profiles in Excellence feature, which offers special half-page tribute articles from advertising companies. In addition to coverage of recurring merchandise categories and store types, this Winter Trade Show issue also offers even more editorial coverage in these areas:

- St. Patrick’s Day and Easter Merchandise
- Winter Show Preview Issue
- Resort/Beach Products and Show Previews
- Resort Show Trends and Roundup
- Denver Western Show Preview Feature

**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 many others:

- Gift Stores
- Zoos and Aquariums
- Party Stores
- Hospital Shops
- Museum Gift Shops
- College Stores
- Waterpark and Amusement Park Shops
- Resort and Seaside Locale Stores
- Inspirational Stores
- Baby Shops
- Cave and Cavern Souvenir Stores
- Public Lands Partner Stores
- Fan and Minor League Baseball Shops
- Jewelry Stores
- Apparel Stores
- Toy Stores
- Country, Discount and Variety Stores

**Editorial is subject to change taking current trends into account.**