## 2012 Editorial Calendar

### January 2012

**Candles and Scented Merchandise**
- Zoos and Aquariums
- National Parks
- Museum Stores
- Hospital Gift Shops and Party Stores
- College Bookstores
- Country Giftware
- Pet Gifts
- Mother’s Day, Father’s Day and Nurse’s Day
- Graduation Season
- Minor League Baseball Fan Shops
- Inspirational Gift Shops

**Show Preview issue**

**June/July 2012**

**Christmas in July**
- Zoos and Aquariums
- Museum Stores
- National Parks
- Hospital Gift Shops and Party Stores
- College Bookstores
- July Shows Issue
- Pet-Related gifts
- Art Glass/Stained Glass
- Wind Chimes, Flags and Banners
- Back to School
- Minor League Baseball Fan Shops
- Inspirational Gift Stores

**Show Preview**

**August/September 2012**

**Annual Buyers’ Guide Directory**
- Zoos and Aquariums
- National Parks
- Museum Stores
- Hospital Gift Shops and Party Stores
- College Bookstores
- Christmas Merchandise
- Candles and Scented merchandise
- General Merchandise Special Report
- New Year’s Merchandise
- Music Products
- Men’s Gifts
- Store Fixtures and Accessories
- Minor League Fan Shops
- Inspirational Gift Stores

**Show Preview**

**October 2012**

**The BIG Resort Show Issue**
- Zoos and Aquariums
- Hospital Gift Shops and Party Stores
- Museum Stores
- National Parks
- College Bookstores
- Botanical Garden and Garden Center Merchandise
- Wildlife Themed Products
- Nostalgia Today
- Valentine’s Day merchandise
- Amusement Park and Waterpark Souvenirs
- Cruise Line Merchandise
- Candy and Snacks
- Resort and Beach Merchandise
- Truck Stops and Travel Centers
- Minor League Baseball Fan Stores
- Inspirational Gift Shops

**Show Preview**

**November/December 2012**

**Winter Profiles in Excellence - A Forum for Advertisers**
- Zoos and Aquariums
- Hospital Gift Shops and Party Stores
- Museum Stores
- St. Patrick’s Day and Easter merchandise
- College Bookstores
- National Parks
- Winter Show Preview Issue
- Life’s a Beach at Surf Expo and “Magic” shows - Resort/Beach Products and Show Previews
- Minor League Baseball Fan Shops
- Inspirational Gift Stores

**Show Preview**

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**Special Reports**

- ASD Gift & General Merchandise Special Report
- Gourmet Foods and Products
- Teens’ Top Picks
- Halloween Merchandise and Show Preview
- Minor League Baseball Fan Shops
- Inspirational Gift Stores
- Spotlight on T-shirts, also covering apparel, hats, sweatshirts, socks and moccasins
- Visual merchandising and displays
- Inspirational Merchandise
- Pirate Themed Merchandise
- Minor League Baseball Fan Shops
- Inspirational Gift Stores

**Show Preview**

- Jewelry Trends Licensing — from Coca Cola to UCLA
- Gifts and Souvenirs
- Airport
- Personalized name-drop products
- Christmas, Thanksgiving and Grandparent’s Day
- Minor League Baseball Fan Shops
- Inspirational Gift Stores

**Show Preview**

- Myrtle Beach, Sports Licensing and Tailgate Show and Winter Baseball Meetings.

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**Bonus Distribution**

- Sports Licensing, New York, Chicago, Atlanta, Ft. Lauderdale, California, Seattle, Oasis, LA Gift Mart, Kansas City Mart, Surf Expo, Philadelphia, Columbus, Pittsburgh, Halloween and Party and San Francisco Gift shows.
- California, Chicago, Atlanta, ASD, Philadelphia and Orlando shows.
- Smoky Mountain Gift Show, IGES Show, Grand Strand, Galveston, Gulf Coast, East Coast Resort expo and IAAPA (Amusement Park Show)

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**Ad closing**

- January 20, 2012
- March 23, 2012
- May 4, 2012
- June 22, 2012
- August 17, 2012
- October 5, 2012
- October 22, 2012
- November 5, 2012
- December 3, 2012