

## 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

**>> 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.

*Ad closing: Nov. 25, 2011*

### February 2012

#### Toy Fair and Annual Plush Report

- Zoos and Aquariums
- National Parks
- Museum Stores
- Hospital Gift Shops and Party Stores
- Sales Trends at General Gift Stores
- College Bookstores
- Games, Puzzles and Playthings
- Sports Licensed Products
- 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

**>> Bonus Distribution:** CAMEX and ICBA, Denver, Transworld, The Western Toy and Hobby Show, Halloween show and Las Vegas ASD shows.

*Ad closing: December 23, 2011*

### March 2012

#### Spring Buying Issue

- Zoos and Aquariums
- National Parks
- Museum Stores
- Hospital Gift Shops and Party Stores
- College Bookstores
- Annual Megabucks Feature
- Nautical-Themed Merchandise
- Christmas Trends
- 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

**>> Bonus Distribution:** Boston, Indianapolis and Ocean City shows.

*Ad closing: January 20, 2012*

### May 2012

#### Summer Profiles in Excellence - A Forum for Advertisers

- Zoos and Aquariums
- National Parks
- Museum Stores
- Hospital Gift Shops and Party Stores
- College Bookstores
- The New York National Stationery Show Preview issue
- 2013 Calendars
- Writing Instruments
- Stickers
- 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

**>> Bonus Distribution:** New York Stationery Show.

*Ad closing: March 23, 2012*

### 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

**>> Bonus Distribution:** California, Chicago, Atlanta, ASD, Philadelphia and Orlando shows.

*Ad closing: May 4, 2012*

### 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

**>> Bonus Distribution:** New York, Denver, Boston, Ft. Lauderdale, San Francisco, Surf Expo, Seattle and Las Vegas Souvenir shows.

*Ad closing: June 22, 2012*

### 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 Souvenir Shops
- Cruise Line Merchandise
- Candy and Snacks
- Resort and Beach Merchandise
- Truck Stops and Travel Centers
- Minor League Baseball Fan Stores
- Inspirational Gift Shops

**>> Bonus Distribution:** Smoky Mountain Gift Show, IGES Show, Grand Strand, Galveston, Gulf Coast, East Coast Resort Expo and IAAPA (Amusement Park Show)

*Ad closing: August 17, 2012*

### 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

**>> Bonus Distribution:** Myrtle

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

*Ad closing: October 5, 2012*