

2010 - 2011 EDITORIAL CALENDAR

FEBRUARY 2010

TOY FAIR & ANNUAL PLUSH REPORT.

- Zoos & Aquariums
- Museum Stores
- Gift Stores
- Games, Puzzles and Playthings
- **ASD Gift & General Merchandise Special Report**
- Halloween Merchandise and Show Preview
- National Parks
- Hospital
- * ICBA
- Sports Licensed products
- Gourmet Foods and Products
- Teens' Top Picks

BONUS DISTRIBUTION: The International Toy Fair, CAMEX & ICBA, Denver, Biloxi, Louisville, Halloween show and Las Vegas ASD shows. *Ad reservations by December 23, 2009*

MARCH 2010

SPRING BUYING ISSUE

- Zoos & Aquariums
- Museum Stores
- * ICBA
- **Head-To-Toe:** T-Shirts, Hats and Resort Apparel
- Visual merchandising and displays
- **Pirate Themed Merchandise**
- National Parks
- Hospital Gift Shops
- Annual Megabucks Survey
- Nautical-Themed Merchandise
- Christmas Trends
- Inspirational Merchandise

BONUS DISTRIBUTION: Portland, Boston, Indianapolis and Ocean City shows.

Ad reservations by January 22, 2010

MAY 2010

"SUMMER PROFILES IN EXCELLENCE—A FORUM FOR ADVERTISERS

- Zoos & Aquariums
- Museum Stores
- * ICBA
- 2010 Calendars
- Writing Instruments
- **Jewelry Trends Licensing—from Coca Cola to UCLA**
- Personalized name-drop products
- Thanksgiving
- National Parks
- Hospital Gift Shops
- The New York National Stationery Show Preview issue
- Stickers
- Gifts and Souvenirs
- Airport
- Christmas
- Grandparents Day

BONUS DISTRIBUTION: New York Stationery Show.

Ad reservations by March 19, 2010

JUNE/JULY 2010

CHRISTMAS IN JULY

- Zoos & Aquariums
- National Parks
- * ICBA
- Pet-Related gifts
- Wind Chimes, Flags, and Banners
- Museum Stores
- Hospital Gift Shops
- **July Shows Issue**
- Art Glass/Stained Glass
- Back to School

BONUS DISTRIBUTION: California, Chicago, Atlanta, St. Louis, Philadelphia, Orlando & Portland shows.

Ad reservations by May 3, 2010

AUGUST/SEPTEMBER 2010

ANNUAL BUYERS GUIDE DIRECTORY

- Zoos & Aquariums
- Museum Stores
- * ICBA
- Candles and Scented merchandise
- New Year's Merchandise
- Men's Gifts
- National Parks
- Hospital Gift Shops
- Christmas Merchandise
- General Merchandise Special Report
- Music Products
- Store Fixtures and Accessories

BONUS DISTRIBUTION: New York, Denver, Boston, Miami, Biloxi, San Francisco, Surf Expo, Seattle, Louisville, Indianapolis & ASD shows. Las Vegas Souvenir.

Ad reservations by June 18, 2010

OCTOBER 2010

THE BIG RESORT SHOW ISSUE

- Zoos & Aquariums
- Museum Stores
- * ICBA
- Wildlife Themed Products
- Valentine's Day merchandise
- Cruise Line Merchandise
- Hospital Gift Shops
- National Parks
- Botanical Garden merchandise
- Nostalgia today
- Theme Park/Amusement Park merchandise

BONUS DISTRIBUTION: Smoky Mountain Gift Show, IGES Show, Grand Strand, Panama City & East Coast Resort Expo and IAAPA (Amusement Park Show)

Ad reservations by August 10, 2010

NOVEMBER/DECEMBER 2010

WINTER PROFILES IN EXCELLENCE—A FORUM FOR ADVERTISERS

- Zoos & Aquariums
- Museum Stores
- * ICBA
- National Parks
- **Life's a Beach at Surf Expo and "Magic" shows—resort/ beach products and show previews**
- Hospital Gift Shops
- St. Patrick's Day and Easter merchandise
- **Winter Show Preview Issue Previewing the 2010 Winter Show season**

BONUS DISTRIBUTION: Myrtle Beach, St. Louis, Market Square shows and Winter Baseball Meetings.

Ad reservations by October 8, 2010

JANUARY 2011

CANDLES & SCENTED MERCHANDISE.

- Zoos & Aquariums
- Museum Stores
- *ICBA
- Pet Gifts
- Father's Day
- Graduation
- National Parks
- Hospital Gift Shops
- Country Giftware
- Mother's Day
- Nurse's Day

BONUS DISTRIBUTION: New York, Chicago, Atlanta, Miami, California, Seattle, Oasis, LA Gift Mart, Kansas City Mart, Surf Expo, Philadelphia, St. Louis, Columbus, Pittsburgh, Western New York & San Francisco Gift shows.

Ad reservations by Nov. 24, 2010