



**January 2015:** EDITORIAL SUBMISSION DEADLINE: 11/7/2014  
SPACE CLOSING DEADLINE: 12/3/2014  
AD MATERIALS DUE: 12/9/2014

### BUSINESS:

**Marketing to Y and Z:** The Millennial demographic represents huge spending power. What do they want in the way of products and how do we cultivate their business? (Sidebar: Q&A with Jason Dorsey or excerpt from his book)

### STYLE PULSE

**MARKET INTRODUCTIONS** – a 4-page section

### FEATURED PRODUCT CATEGORIES

**HOME**—Sprucing Up for Spring: bright and fresh home accessories – pillows, throws, tabletop – that add a breath of spring to the home.

**CANDLES**—Candle Safety: safety tips and a look at Flameless and accessories for safety

**GIFTABLES**—Gift Books: Design and Crafts books to inspire, instruct and install as decorative accessories

**PLAYTHINGS**—Toys people will be talking about in 2015

*Editorial content will also include coverage of Fashion, Bath & Body, Stationery, Gourmet and Holidays*

**SPECIAL ADVERTISING SECTION:** NY NOW WALKING GUIDE

**February 2015:** EDITORIAL SUBMISSION DEADLINE: 12/12/2014  
SPACE CLOSING DEADLINE: 1/13/2015  
AD MATERIALS DUE: 1/19/2015

### BUSINESS:

**WEBROOMING:** How Technology is Aiding Brick and Mortar Retail

### STYLE PULSE

### FEATURE PRODUCT CATEGORIES

**FASHION**—Get Fashion-ready for Spring

**GIFTABLES**— Mother's Day Gift Guide

**GOURMET**—Summer Kick-off BBQ Inspirations: The tools, the tastes, the tips

**BATH & BODY**—Gentle Care: Vegan and Organic especially in demand

*Editorial content will also include coverage of Home, Candles, Gourmet and Holidays*

**PLAYTHINGS**— PLAYTHINGS MAGAZINE RETURNS AS A SPECIAL SUPPLEMENT ISSUE

### TOY FAIR SPECIAL FOCUS

**TIA:** What to Look Out for in the Toy World of 2015

**Feature:** Technically Playing: How technology has changed the world of toy and games.

Includes Industry news, columnists, What's Selling, Playful Retailer Profiles and more.

**SPECIAL ADVERTISING SECTIONS:** Best of Show, IHA – Functional Gifts for Home and Kitchen, Mother's Day, Gifted Baby (Running in Playthings Magazine & our sister magazine Kids Today)



## March/April 2015:

EDITORIAL SUBMISSION DEADLINE: 1/30/2015  
SPACE CLOSING DEADLINE: 3/2/2015  
MATERIALS DUE DATE: 3/6/2015

### RETAIL:

**IT TAKES A COMMUNITY:** How to partner with local retailers to promote “shop locally” through events and store promotions.

### STYLE PULSE

## FEATURE PRODUCT CATEGORIES

**HOME**— Catering to the Bride: How best to capture the bridal market for tabletop and other registry items.

**STATIONERY**— Baby Showers: Invitations, giftwrap and party goods.

**GIFTABLES**—Men’s Gifts For Father’s Day and Beyond

**HOLIDAYS**—Holiday 2015 Decor Trends

**PLAYTHINGS**—Innovations in Pretend Play

*Editorial content will also include coverage of Fashion, Candles, Bath & Body and Stationery*

**SPECIAL ADVERTISING SECTIONS:** *Candle Talk, NSS, Father’s Day*

## May 2015:

EDITORIAL SUBMISSION DEADLINE: 3/6/2015  
SPACE CLOSING DEADLINE: 4/2/2015  
AD MATERIALS DUE: 4/6/2015

### BUSINESS:

**INTERNET SALES TAX:** The ongoing debate and its impact on the brick-and-mortar retailer

### RETAIL:

**TODAY’S GIFT RETAILER REPORT:** Store Operations

### STYLE PULSE

### STATIONERY MARKET INTRODUCTIONS

## FEATURE PRODUCT CATEGORIES

**HOME**—Outdoor Decor: Freshening up the garden and outdoor living spaces for warm weather enjoyment.

**STATIONERY**— Making Your Store a Greeting Card Destination

**GIFTABLES**—Giftable Licenses that Resonate with Customers at the Cash Register

*Editorial content will also include coverage of Fashion, Candles, Bath & Body, Gourmet and Holidays*

**PLAYTHINGS**— PLAYTHINGS MAGAZINE A SPECIAL SUPPLEMENT ISSUE

**ASTRA Marketplace Special Focus**

Constructing Play: The New Role of Construction Toys – Not Just for Boys Anymore

Also includes Industry news, columnists, What’s Selling, Playful Retailer Profiles and more.

**SPECIAL ADVERTISING SECTIONS:** Licensed to Sell, and ASTRA (Running in Playthings Magazine)



## June 2015:

EDITORIAL SUBMISSION DEADLINE: 4/7/2015

SPACE CLOSE DEADLINE: 5/12/2015

AD MATERIALS DUE: 5/18/2015

### BUSINESS:

**WOMAN POWER:** Women control tremendous buying power, but do the men who design, buy and sell really know what women want?

**GIFTED WOMEN:** Profiling key women in the gift industry.

### RETAIL:

**MERCHANDISING:** The Fall-Winter Transition – The best times to merchandise fall and move into winter; advice from retailers, manufacturers. Is there time for Thanksgiving?

### STYLE PULSE

Market Introductions – a 4-page section

### FEATURE PRODUCT CATEGORIES

**FASHION**—What's Trending in Jewelry Fashion Design: Designers' Outlook

**GOURMET**—The Giftable Gourmet: How to Build a Strong Gourmet Section in Your Store

**GIFTABLES**—Get Ready for Back-to-School: Decorating Dorm, Locker and Desk

**PLAYTHINGS**— Games & Puzzles

*Editorial content will also include coverage of Home, Candles, Bath & Body, Stationery and Holidays*

## July 2015:

EDITORIAL SUBMISSION DEADLINE: 5/8/2015

SPACE CLOSING DEADLINE: 6/4/2015

AD MATERIALS DUE: 6/8/2015

### BUSINESS:

**LICENSING SPECIAL REPORT:** Survey Results

### RETAIL:

**The Celebrity Factor:** Does a celebrity names give greater cachet to a product that results in increased sales.

### STYLE PULSE

### FEATURE PRODUCT CATEGORIES

**HOME:** Home Decor Market Introductions

**CANDLES**—Merchandising Candles with Bath & Body

**STATIONERY**—Wrapping up Gifts: Tips, Tricks, Ribbons and Wraps

**HOLIDAYS**—Halloween: What's New for the #2 Fall Holiday

**PLAYTHINGS**—Hot Toys for the Holidays

*Editorial content will also include coverage of Fashion, Bath & Body, Giftables and Gourmet*

**SPECIAL ADVERTISING SECTION:** NY NOW WALKING GUIDE



## August 2015:

**EDITORIAL SUBMISSION DEADLINE: 6/5/2015**

**SPACE CLOSING DEADLINE: 7/7/2015**

**AD MATERIALS DUE: 7/13/2015**

## RETAILER EXCELLENCE AWARDS: A SPECIAL SECTION BUSINESS:

**THE MAKER MOVEMENT:** Small design companies making their influence felt.

    Sidebar: Kickstarter and crowd-funding financial sourcing

    Sidebar: The Grommet

### STYLE PULSE

## FEATURE PRODUCT CATEGORIES:

**FASHION**—Fashion Looks for Fall/Winter

**GIFTABLES**—Editors' Holiday Gift Guide: Favorite Picks and Best Sellers

**BATH & BODY**—Baby & New Mom Care

**PLAYTHINGS:** Hello Dollies

**Editorial content will also include coverage of Home, Candles, Stationery, Gourmet and Holidays**

**EDITORIAL DEADLINE: 6/5/2015.**

**SPECIAL ADVERTISING SECTIONS:** *Best of Show, Fashion Walk*

## September/October 2015: EDITORIAL SUBMISSION DEADLINE: 8/7/2015

**SPACE CLOSING DEADLINE: 9/2/2015**

**AD MATERIALS DUE: 9/12/2015**

## BUSINESS:

**MADE IN AMERICA SPECIAL REPORT:** Retailer Survey

## RETAIL:

**AMERICA ON THE MOVE:** Inside the Airport Gift Shop

### STYLE PULSE

## FEATURE PRODUCT CATEGORIES

**HOME:** Holiday Tabletop introductions from dinnerware to table décor.

**GIFTABLES:** Cause-Related Giftables

**GOURMET:** Treats for the Upcoming Holidays: Gifts, Goodies and Gourmet Halloween, Thanksgiving and Christmas

**Editorial content will also include coverage of Fashion, Candles, Bath & Body, Stationery and Gourmet**

**PLAYTHINGS**— PLAYTHINGS MAGAZINE A SPECIAL SUPPLEMENT ISSUE

**Focus on ABC Kids Expo**

Mixing it Up: Toys, Gifts, Apparel and Children's Décor—Perfect Together

Infant and Early Learning Toys and Accessories

**Editorial content will also include Toy Fair product introductions in Arts & Crafts; Books & Music; Construction & Building Toys; Dolls & Plush; Educational; Figures & Playsets; Games & Puzzles; and Pretend Play**



Also includes Industry news, columnists, What's Selling, Playful Retailer Profiles and more.

**EDITORIAL DEADLINE: 8/7/2015**

**SPECIAL ADVERTISING SECTION:** *Immediate Delivery, Made in America, Gifted Baby (Running in Playthings Magazine and in our sister magazine KidsToday)*

## November 2015:

**EDITORIAL SUBMISSION DEADLINE: 9/4/2015**

**SPACE CLOSING DEADLINE: 10/5/2015**

**AD MATERIALS DUE: 10/9/2015**

### BUSINESS:

**15 GIFTED MILLENNIALS: Meet The Industry's Future**

### RETAIL:

**25 Gifted Retailers**

### STYLE PULSE

### FEATURE PRODUCT CATEGORIES

**FASHION**—Selling Apparel: A How-to from retailers to retailers.

**GIFTABLES**—Valentine's Day Giftables have Heart

**GOURMET:** Spirited Gourmet Goodies

**PLAYTHINGS:** Plush Beyond Stuffed Animals

*Editorial content will also include coverage of Home, Candles, Bath & Body, Stationery and Gourmet*

**SPECIAL ADVERTISING SECTION:** *Valentine's Day, Market Scene*

## December 2015:

**EDITORIAL SUBMISSION DEADLINE: 10/9/2015**

**SPACE CLOSING DEADLINE: 11/5/2015**

**AD MATERIALS DUE: 11/9/2015**

### BUSINESS:

**TRENDS & FORECASTS REPORT**

### STYLE PULSE

**MARKET INTRODUCTIONS – A 4-page section**

### FEATURED PRODUCT CATEGORIES

**HOME:** 2016 Home Trends

**CANDLES:** Candle Trends 2016

**STATIONERY:** Stationery Designers, Manufacturers and Reps Talk Trends

**GIFTABLES:** Saying It with Words: Giftable Sentiments

**PLAYTHINGS**—State of the Industry: Key Toymakers View 2016 Toy Trends

*Editorial content will also include coverage of Fashion, Bath & Body, Giftables, Gourmet and Holidays*



## **WRAPPED – Digital Magazine: Winter Markets**

All Files Due: February 27

Posted/Deploys: March 2

## **WRAPPED – – Digital Magazine: Summer Markets**

All Files Due: August 28

Posted/Deploys: August 31