

january 2015

EDITORIAL DEADLINE: 11/27/2014
SPACE CLOSE: 12/3/2014
MATERIALS DUE: 12/9/2014
MAIL DATE: 12/30/2014

BUSINESS/RETAIL FEATURES:

Marketing to Y and Z: The Millennial demographic represents huge spending power. What product do they want 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

OTHER EDITORIAL CONTENT:

Fashion
Bath&Body
Stationery
Gourmet
Holidays

SPECIAL AD SECTIONS:

NY NOW Walking Guide
GSMA Gift Show Package

BONUS DISTRIBUTION:

Atlanta, Chicago, Columbus, Dallas, Las Vegas, Los Angeles, Minneapolis, New York, Orlando, Orlando Surf Expo, Seattle, Anaheim Craft & Hobby, Toronto

Market Dailies-Atlanta: January 9, 10, 11

february 2015

EDITORIAL DEADLINE: 1/7/2014
SPACE CLOSE: 1/13/2015
MATERIALS DUE: 1/19/2015
MAIL DATE: 2/10/2015

BUSINESS/RETAIL FEATURES:

Webrooming: How Technology is Aiding Brick and Mortar Retail

Style Pulse

FEATURED 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

OTHER EDITORIAL CONTENT:

Home
Candles
Stationery
Holidays

SPECIAL AD SECTIONS:

Best of Show

Mother's Day

IH+HS: Functional Gifts for Home and Kitchen

Gifted Baby (Playthings Magazine & Kids Today)

PLAYTHINGS SUPPLEMENT:

Playthings Magazine returns as its own 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

BONUS DISTRIBUTION:

Boston, Denver, Gatlinburg, Las Vegas ASD, San Francisco, Las Vegas ToyFest West, New York Toy Fair, International Housewares + Home Show

march/ april 2015

EDITORIAL DEADLINE: 2/24/2015
SPACE CLOSE: 3/2/2015
MATERIALS DUE: 3/6/2015
MAIL DATE: 3/24/2015

BUSINESS/RETAIL FEATURES:

It Takes A Community: How to partner with local retailers to promote "shop locally" through events and store promotions

Style Pulse

FEATURED 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

Holiday: Holiday 2015 Decor Trends

Playthings: Innovations in Pretend Play

OTHER EDITORIAL CONTENT:

Fashion
Candles
Bath&Body
Gourmet

SPECIAL AD SECTIONS:

Candle Talk
National Stationery Show
Father's Day

BONUS DISTRIBUTION:

High Point, New York Tabletop Market

may 2015

EDITORIAL DEADLINE: 3/27/2015
SPACE CLOSE: 4/2/2015
MATERIALS DUE: 4/6/2015
MAIL DATE: 4/28/2015

BUSINESS/RETAIL FEATURES:

Internet Sales Tax: The ongoing debate and its impact on the brick-and-mortar retailer

Today's Gift Retailer Report: Store Operations

Style Pulse

Stationery Market Introductions

FEATURED 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

OTHER EDITORIAL CONTENT:

Fashion
Candles
Bath&Body
Gourmet
Holidays

SPECIAL AD SECTIONS:

License to Sell
ASTRA (*Playthings Magazine*)

PLAYTHINGS SUPPLEMENT:
Playthings Magazine returns as its own supplement issue

ASTRA Marketplace Special Focus

Constructing Play: 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.

BONUS DISTRIBUTION:

Gatlinburg, Mississippi Trademart, New York Stationery Show, ASTRA Show

june 2015

EDITORIAL DEADLINE: 5/6/2015
SPACE CLOSE: 5/12/2015
MATERIALS DUE: 5/18/2015
MAIL DATE: 6/9/2015

BUSINESS/RETAIL FEATURES:

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

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: Cocktail Couture

Market Introductions – a 4-page section

FEATURED PRODUCT CATEGORIES:

Fashion: What's Trending in Jewelry Fashion Design: Designers' Outlook.

Giftables: Get Ready for Back-to-School: Decorating Dorm, Locker and Desk

Gourmet: Gourmet Housewares – Packaged for Gift Appeal. How gourmet manufacturers have upped their game

Playthings: Games & Puzzles

OTHER EDITORIAL CONTENT:

Home
Candles
Bath&Body
Stationery
Holidays

BONUS DISTRIBUTION:

Atlanta, Columbus, Dallas

july 2015

EDITORIAL DEADLINE: 5/29/2015
SPACE CLOSE: 6/4/2015
MATERIALS DUE: 6/8/2015
MAIL DATE: 6/30/2015

BUSINESS/RETAIL FEATURES:

Licensing Special Report: Survey Results — What works and what's changing in Licensing?

Brand Awareness: The retailer's perspective on the importance of licenses and brands in general — What do customers look for in brands? Do celebrity brands have cachet?

FEATURED PRODUCT CATEGORIES:

Home: Home Decor Market Introductions.

Candles: Merchandising Candles with Bath & Body

Gourmet: Giftable Gourmet - How to Build a Strong Gourmet Section in Your Store; Advice from Gourmet and Gift retailers. How to start or build an assortment of gourmet products that can attract new customers and more business.

Stationery: Wrapping up Gifts: Tips, Tricks, Ribbons and Wraps

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

Playthings: Hot Toys for the Holidays

OTHER EDITORIAL CONTENT:

Fashion
Bath&Body
Giftables
Playthings

BONUS DISTRIBUTION:

Atlanta, Chicago, Las Vegas, Las Vegas ASD, Los Angeles, Minneapolis, Orlando, Philadelphia, San Francisco, Seattle, Toronto

Market Dailies-Atlanta: July 9, 10, 11

august 2015

EDITORIAL DEADLINE: 7/1/2015
SPACE CLOSE: 7/7/2015
MATERIALS DUE: 7/13/2015
MAIL DATE: 7/28/2015

RETAILER EXCELLENCE AWARDS: A SPECIAL SECTION

BUSINESS/RETAIL FEATURES:

The Maker Movement: Small design companies making their influence felt.

Sidebar: Kickstarter and crowd-funding financial sourcing

Sidebar: The Grommet

Style Pulse

FEATURED 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

OTHER EDITORIAL CONTENT:

Home

Candles

Stationery

Gourmet

Holidays

SPECIAL AD SECTIONS:

Best of Show

Fashion Walk

BONUS DISTRIBUTION:

Columbus, Denver, Ft Lauderdale, Gatlinburg, New York, Seattle

september/ october 2015

EDITORIAL DEADLINE: 8/27/2015
SPACE CLOSE: 9/2/2015
MATERIALS DUE: 9/12/2015
MAIL DATE: 9/29/2015

BUSINESS/RETAIL FEATURES:

Made in America Special Report: Retailer Survey

America On The Move: Inside the Airport Gift Shop

Style Pulse

FEATURED 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

Playthings: Games & Puzzles

OTHER EDITORIAL CONTENT:

Fashion

Candles

Bath&Body

Stationery

Holidays

SPECIAL AD SECTIONS:

Immediate Delivery

Made in America

Gifted Baby (*Playthings Magazine and KidsToday*)

PLAYTHINGS SUPPLEMENT:

Playthings Magazine returns as its own 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 also includes: Toy Fair product introductions in Arts & Crafts; Books & Music; Construction & Building Toys; Dolls & Plush; Educational; Figures & Playsets; Games & Puzzles; and Pretend Play; Industry news, columnists, What's Selling, Playful Retailer Profiles and more.

BONUS DISTRIBUTION:

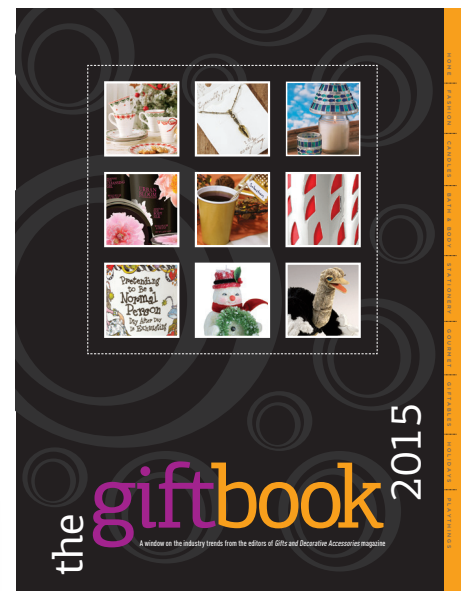
High Point, New York Tabletop Markets, Las Vegas ABC Kids Expo

october 2015

SPACE CLOSE: 6/30/2015 & 8/12/2015
MATERIALS DUE: 10/2/2015
MAIL DATE: 10/20/2015

SPECIAL ISSUE:

The Gift Book 2016: GDA's annual look at the trends and forecasts for the gift industry. A complete category by category review of each segment of the Home, Fashion, Candle, Bath & Body, Stationery, Gourmet, Giftables, Holiday and Toy industries



2015 PLANNING CALENDAR

2015 | www.giftsanddec.com

gifts
and decorative accessories

november 2015

EDITORIAL DEADLINE: 9/29/2014
SPACE CLOSE: 10/5/2014
MATERIALS DUE: 10/9/2014
MAIL DATE: 10/27/2014

BUSINESS/RETAIL FEATURES:

15 Gifted Millennials: Meet The Industry's Future

25 Gifted Retailers

Style Pulse

FEATURED 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

OTHER EDITORIAL CONTENT:

Home

Candles

Bath&Body

Stationery

Holidays

SPECIAL AD SECTIONS:

Market Scene

Valentine's Day

BONUS DISTRIBUTION:

Gatlinburg

december 2015

EDITORIAL DEADLINE: 10/10/2014
SPACE CLOSE: 11/5/2015
MATERIALS DUE: 11/9/2015
MAIL DATE: 12/1/2015

BUSINESS/RETAIL FEATURES:

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

OTHER EDITORIAL CONTENT:

Fashion

Bath&Body

Gourmet

Holidays

BONUS DISTRIBUTION:

Atlanta, Dallas, Philadelphia

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... and introducing **WRAPPED**
our all-new digital publication

WINTER MARKETS

ALL FILES DUE: FEBRUARY 27

POSTED/DEPLOYS: MARCH 2

SUMMER MARKETS

ALL FILES DUE: AUGUST 28

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