

CASUAL LIVING®

THE INSIDERS' RESOURCE FOR OUTDOOR STYLE



2016 editorial calendar

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REGULAR FEATURES SERIES AND DEPARTMENTS:

- Outdoor Kitchen Design
- Outdoor Style
- BBQ Lifestyle and BBQ Today
- Focus On (product categories)
- Designer Viewpoint
- Retailer or Vendor Showcase
- Master Class (materials, products)
- Emerging Stars (people profiles)
- Market News
- People News

JANUARY

Features:

- Category spotlight: Fabric design, trends, technology
- Market Report (Showtime)
- @ Market (Atlanta, Dallas, Las Vegas)
- Exclusive research: Fabric retailer survey

Bonus Distribution:

Atlanta Int'l Gift & Home Furnishings Market | January 12-19
Dallas Total Home & Gift Market | January 20-26
Las Vegas Market | January 24-28

SPACE CLOSING: 12/2/15

MATERIALS DUE: 12/10/15

EDITORIAL SUBMISSIONS: 11/30/15



FEBRUARY

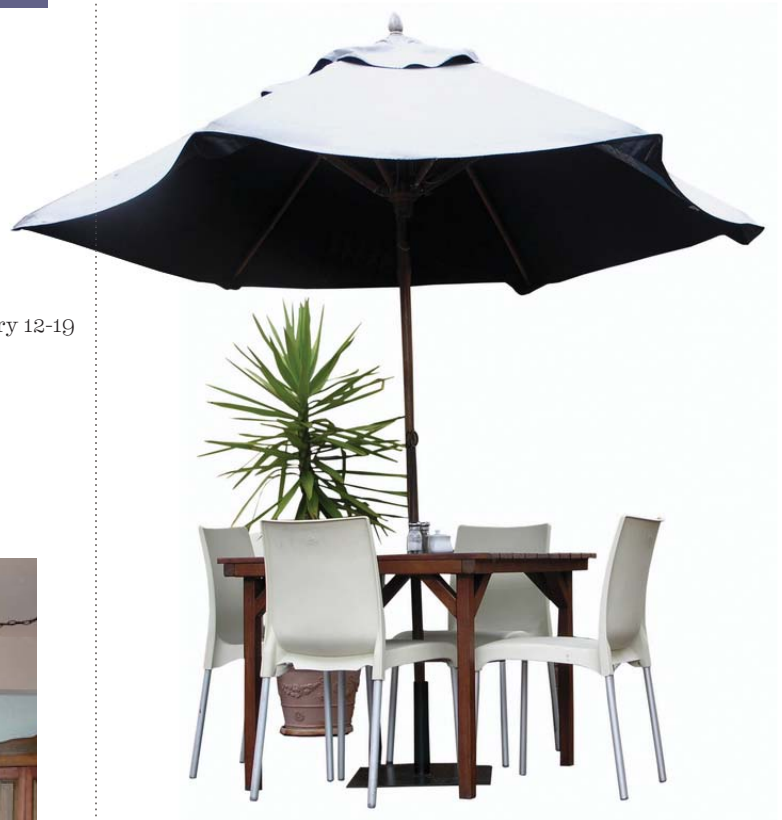
Features:

- Category spotlight: Outdoor furnishing accessories and grill accessories
- Market Reports (Atlanta, Dallas)
- Market Trends (Las Vegas)
- Exclusive research: Chat groups (Apt. Therapy)

SPACE CLOSING: 1/6/16

MATERIALS DUE: 1/20/16

EDITORIAL SUBMISSIONS: 12/30/15



MARCH

Features:

- Category spotlight: Grills, fire pits, and heat
- @ Market (HPB Expo)
- Exclusive research: HPBA report

Bonus Distribution:

HPB Expo | March 17-19

SPACE CLOSING: 2/1/16

MATERIALS DUE: 2/11/16

EDITORIAL SUBMISSIONS: 1/29/16

APRIL

Features:

- Retail Ideas – best practices, key issues, how-to's
- @ Market (HD Expo)
- @ Market (High Point, Nat'l Hardware Show)
- Market Report (HPB Expo)
- Exclusive research: Millennials vs. Boomers

Bonus Distribution:

High Point Market | April 16-21
National Hardware Show | May 3-5
HD Expo | May 4-6

SPACE CLOSING: 3/2/16

MATERIALS DUE: 3/16/16

EDITORIAL SUBMISSIONS: 2/29/16

MAY

Features:

- Category spotlight: Sustainable & green
- Market Report (High Point)
- Exclusive research: Furniture in metro markets

SPACE CLOSING: 4/1/16

MATERIALS DUE: 4/20/16

EDITORIAL SUBMISSIONS: 3/31/16

JUNE

Features:

- Category spotlight: Shade
- @ Market (Showtime)
- Market Report (HD Expo)
- Casual Living Merchandising Awards
- Exclusive research: Casual stores merchandise mix

Bonus Distribution:

Showtime | June 5-8
Dallas Total Home & Gift Market | June 24-27

SPACE CLOSING: 5/4/16

MATERIALS DUE: 5/18/16

EDITORIAL SUBMISSIONS: 4/29/16

JULY

Features:

- Made in the USA – strategy, product, logistics, distribution
- @ Market (Atlanta, Chicago, Las Vegas)
- Market Report (Showtime)
- Exclusive research: Made in USA, retailers & consumers

Bonus Distribution:

Atlanta Int'l Gift & Home Furnishings Market | July 12-19
ICFA Preview Show | July 12-14
Las Vegas Market | July 31-August 4

SPACE CLOSING: 6/1/16

MATERIALS DUE: 6/15/16

EDITORIAL SUBMISSIONS: 5/31/16

AUGUST

Features:

- Designers and design trends
- Design Excellence nominees
- 2017 Color Forecast
- Market Report (Atlanta, Preview)
- Exclusive research: Designer survey

SPACE CLOSING: 7/5/16

MATERIALS DUE: 7/13/16

EDITORIAL SUBMISSIONS: 7/1/16

SEPTEMBER

Features:

- Casual Market Chicago: Apollo Award Nominees, market news
- Casual Living's 50 Powerhouse Retailers
- @ Market (Chicago)
- Market Report (Las Vegas)
- Exclusive research: Full-line furniture store survey

Bonus Distribution:

Casual Market Chicago | September 20-23

SPACE CLOSING: 8/3/16

MATERIALS DUE: 8/17/16

EDITORIAL SUBMISSIONS: 8/1/16

September 2016 Casual Market Chicago Show Dailies

- Features: Apollo Award Winners, market parties and events, market news

SPACE CLOSING: 8/26/16

MATERIALS DUE: 9/8/16

EDITORIAL SUBMISSIONS: 8/23/16



2016 editorial calendar

OCTOBER

Features:

- @ Market (High Point)
- Market Report (Chicago): ICFA Awards, Fabric Fashion Show, Women Leaders
- International shows report (spoga, Maison & Objet, Glee)
- Exclusive research: Small spaces/urban spaces (Apt Therapy)

Bonus Distribution:

High Point Market | October 15-20
International Pool/Spa/Patio Market |
November 2-4 (New Orleans)

SPACE CLOSING: 9/8/16

MATERIALS DUE: 9/26/16

EDITORIAL SUBMISSIONS: 9/2/16



NOVEMBER

Features:

- Global Exposure – international influences and partnerships
- Market Report (High Point)
- Exclusive research: (Apt Therapy)

SPACE CLOSING: 10/4/16

MATERIALS DUE: 10/19/16

EDITORIAL SUBMISSIONS: 9/30/16

DECEMBER

Features:

- State of the Industry – news from 2016 that shaped the industry, trends, forecasts
- Industry Leader Predictions for 2017
- @ Market (Showtime)
- Exclusive research: Universe – Top Line and 5-yr trends, plus highlights of 2016

Bonus Distribution:

Showtime | December 4-7

SPACE CLOSING: 11/1/16

MATERIALS DUE: 11/14/16

EDITORIAL SUBMISSIONS: 10/28/16



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