

2011 editorial calendar

Issue Date	Features	Market Coverage	Forms	Commercial Printing	Labels & Tags	Promotional Products	Direct Mail
January Ad Close: December 17 Ad Materials: December 23	<ul style="list-style-type: none"> • Keeping it in the Family 	<ul style="list-style-type: none"> • Healthcare Update 		<ul style="list-style-type: none"> • Wholesale Printing 	<ul style="list-style-type: none"> • Integrated Labels and Cards 		<ul style="list-style-type: none"> • Direct Mail: 101
February Ad Close: January 14 Ad Materials: January 21	<ul style="list-style-type: none"> • Green Initiatives 	<ul style="list-style-type: none"> • Getting Government Contracts 			<ul style="list-style-type: none"> • Custom Tags and Labels 	<ul style="list-style-type: none"> • Product Safety in Promotional Product Sales 	
March Ad Close: February 18 Ad Materials: February 25	<ul style="list-style-type: none"> • State of the Industry Analysis 		<ul style="list-style-type: none"> • State of the Industry – Forms 	<ul style="list-style-type: none"> • State of the Industry – Commercial Printing 	<ul style="list-style-type: none"> • State of the Industry – Labels and Tags 	<ul style="list-style-type: none"> • State of the Industry – Promotional Products 	<ul style="list-style-type: none"> • State of the Industry – Direct Mail
April Ad Close: March 18 Ad Materials: March 25	<ul style="list-style-type: none"> • Print Solutions Show Preview 		<ul style="list-style-type: none"> • Jumbo Rolls 				<ul style="list-style-type: none"> • Envelopes
May Ad Close: April 15 Ad Materials: April 22	<ul style="list-style-type: none"> • Door Opening Products 	<ul style="list-style-type: none"> • Vertical Market Product Showcase 	<ul style="list-style-type: none"> • Technology Report 	<ul style="list-style-type: none"> • Digital Printing Update 		<ul style="list-style-type: none"> • Printed Promotional Products 	
June Ad Close: May 13 Ad Materials: May 20	<ul style="list-style-type: none"> • Women in Print 	<ul style="list-style-type: none"> • QR Barcodes 		<ul style="list-style-type: none"> • Wide-Format Printing 	<ul style="list-style-type: none"> • Security Features for Tags, Tickets and Smart Labels 		<ul style="list-style-type: none"> • Cost Effective Mail Solutions
July Ad Close: June 10 Ad Materials: June 17	<ul style="list-style-type: none"> • Online Printers 		<ul style="list-style-type: none"> • Tax Forms 	<ul style="list-style-type: none"> • Packaging 			<ul style="list-style-type: none"> • Transpromo/Variable Data Printing
August Ad Close: July 15 Ad Materials: July 22	<ul style="list-style-type: none"> • PSDA – A Year Later 	<ul style="list-style-type: none"> • Medical Sales Update 	<ul style="list-style-type: none"> • New Security Features for Checks 	<ul style="list-style-type: none"> • Calendars 		<ul style="list-style-type: none"> • Top Promotional Products Suppliers 	
September Ad Close: August 12 Ad Materials: August 19	<ul style="list-style-type: none"> • Top Products and Services You Don't Understand 		<ul style="list-style-type: none"> • Continuous / Multi-Part Forms 	<ul style="list-style-type: none"> • Web-to-Print Products and Services 		<ul style="list-style-type: none"> • Holiday Products 	<ul style="list-style-type: none"> • PURLs
October Ad Close: September 13 Ad Materials: September 20	<ul style="list-style-type: none"> • Top 100 Manufacturers 	<ul style="list-style-type: none"> • Brochures and Business Cards 				<ul style="list-style-type: none"> • Plastic Cards, Smart Cards and Gift Cards 	
November Ad Close: October 14 Ad Materials: October 21	<ul style="list-style-type: none"> • Top 100 Distributors 	<ul style="list-style-type: none"> • Presentation Folders • Social Media 					
December Ad Close: November 15 Ad Materials: November 22	2012 Who's Who Directory of Products and Services						