

# 2009 PLANNING CALENDAR

## JANUARY

SPACE CLOSE: **Dec 10** AD MATERIALS DUE: **Dec 15**

EDITORIAL FOCUS	SPECIAL ADVERTISING SECTION	BONUS DISTRIBUTION
<p><b>Gifts for Every Room of the House:</b> Features giftables for the kitchen, living room, dining room, bathroom and, of course, the boudoir</p> <p><b>Product Feature:</b> Garden/Gardener Gifts: Think Spring - includes Permanent Botanicals</p> <p><b>Tea Anyone?:</b> Giftable gourmet teas, tea accessories and complementary food items such as scone mixes, cookies, etc.</p> <p><b>At Length:</b> The New Retail Essentials. A look at new POS systems and other technology to help retailers manage their businesses more efficiently.</p>	<p><b>1st Look - "Must-Have"</b> Gifts for 2009,  <b>Showcase:</b> The Pantry...            Giftable Gourmet Products  <b>7West Preview</b>  <b>New York Select</b></p>	<p>Atlanta, Charlotte, Chicago, Columbus, Dallas, Kansas City, Las Vegas, Minneapolis, New York, Orlando, Seattle, Salt Lake, Toronto</p>
		<p>SHOW DAILIES</p> <p>Atlanta Market - Jan 9, 10, 11</p>

## FEBRUARY

SPACE CLOSE: **Jan 12** AD MATERIALS DUE: **Jan 18**

EDITORIAL FOCUS	SPECIAL ADVERTISING SECTION	BONUS DISTRIBUTION
<p><b>Eco Plush: Saving the Roar of the Wild:</b> Animals named to the "watch" and endangered species lists; plush that supports a wildlife cause. Also included will be plush made of sustainable materials</p> <p><b>How To - Make Your Store Environmentally Friendly:</b> Giftwrap, stationery, lighting and everything else</p> <p><b>Product Feature:</b> Gifts for Mom and Dad especially on Mother's and Father's Day</p>	<p><b>Kritters &amp; Kids</b>  <b>Showcase:</b> Eco-Friendly Gifts &amp; Accessories</p>	<p>American International Toy Fair - New York, Global Pet Expo - Orlando, Denver, Las Vegas</p>

## MARCH /APRIL

SPACE CLOSE: **Mar 6** AD MATERIALS DUE: **Mar 10**

EDITORIAL FOCUS	SPECIAL ADVERTISING SECTION	BONUS DISTRIBUTION
<p><b>Serve It Up:</b> Directions in tabletop accessories, serveware and high style housewares</p> <p><b>The Paper Suite:</b> Invitation and stationery albums - What's right for your store and your brides and other party planners.</p> <p><b>Best of Market:</b> GDA editors reveal their top picks from the winter markets</p> <p><b>Product Feature:</b> Wall Art/Decor</p>	<p><b>Garden &amp; Home Accessories</b>  <b>Get Smart Quick Guide to Gift Registry</b></p>	<p>Boston, High Point, New York Tabletop Markets</p>

## MAY

SPACE CLOSE: **Apr 13** AD MATERIALS DUE: **Apr 16**

EDITORIAL FOCUS	SPECIAL ADVERTISING SECTION	BONUS DISTRIBUTION
<p><b>Stationery Trends:</b> What's hot in greeting cards, stationery and related merchandise. Previewing National Stationery Show intros and directions for 2009-2010.</p> <p><b>Diary of a Successful In-Store Event:</b> A "how to" primer and timeline with tips on everything from budgeting to arranging personnel, and including a "Murphy's List" of what can go wrong</p> <p><b>Product Feature:</b> Picture Frames</p>	<p><b>Greeting Cards, Invitations and Stationery</b></p>	<p>Licensing International Show - Las Vegas, National Stationery Show - New York</p>

# Gifts & Decorative ACCESSORIES 09

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## JUNE

SPACE CLOSE: **May 12** AD MATERIALS DUE: **May 18**

EDITORIAL FOCUS	SPECIAL ADVERTISING SECTION	BONUS DISTRIBUTION
<p><b>Oh, Baby!</b>: “How to” increase sales with registries and gifts for both mom and her bundle of joy  <b>Product Feature:</b> Happy 4Q Holidays: Focusing mostly on Christmas but also Halloween, Fall and others  <b>Today’s Gift Retailer Annual Survey Report</b>  <b>Semi-annual ‘Table Topics’ Department</b></p>	<p><b>1st Look...</b>’09 Holiday Gifts and Decorations</p>	<p>Atlanta, Columbus, Dallas, Los Angeles</p>

## JULY

SPACE CLOSE: **June 15** AD MATERIALS DUE: **June 15**

EDITORIAL FOCUS	SPECIAL ADVERTISING SECTION	BONUS DISTRIBUTION
<p><b>Bring it on Home: DIY Spa:</b> A “how to” help your customers bring the spa experience home with spa inspired products perfect for gifting  <b>Chic and Savvy on the Road:</b> Fashionable travel accessories and gadgets for travel-ease.  <b>Product Feature:</b> Gifts for the Sports-minded – includes Licensed Collegiate, MLB, NBA and others  <b>Product Feature:</b> Inspirational Gifts</p>	<p><b>Simple Living</b>  <b>Las Vegas Market Preview</b>  <b>7West Preview</b></p>	<p>Atlanta, Chicago, Kansas City, Las Vegas, Orlando, Phoenix, Philadelphia, Salt Lake City, San Francisco</p>
		<p>SHOW DAILIES</p> <p>Atlanta Market – Jul 10, 11, 12</p>

## AUGUST

SPACE CLOSE: **July 10** AD MATERIALS DUE: **July 18**

EDITORIAL FOCUS	SPECIAL ADVERTISING SECTION	BONUS DISTRIBUTION
<p><b>Retailer Excellence Award Coverage</b>  <b>Savoring the Sweet Sales of Gourmet Gifts:</b> From gift baskets to hostess gifts to party essentials, gourmet foods and related accessories keep customers coming back for more.  <b>Product Feature:</b> Made in America</p>	<p><b>Accessorize!</b>  <b>Showcase:</b> Made in America  <b>Get Smart Quick Guide to Giftable Gourmet</b></p>	<p>Atlanta Gourmet Market, Charlotte Gift Show, Columbus, Denver, Ft Lauderdale, Minneapolis, New York International Gift Fair, Seattle, San Francisco Gift Show/Gourmet Products Show, Seattle, Toronto</p>

## SEPTEMBER/OCTOBER

SPACE CLOSE: **Sep 7** AD MATERIALS DUE: **Sep 11**

EDITORIAL FOCUS	SPECIAL ADVERTISING SECTION	BONUS DISTRIBUTION
<p><b>Displays That Sell:</b> Marketing a home is easier when it is decorated to sell. Tips from a home staging professional on how to create lifestyle looks that sell, whether it is in the model home or in the store.  <b>Flame On!</b> Candles continue to generate strong sales with new fragrances, colors, containers, embellishments, different vegetable bases and un-candles.  <b>Best of Market:</b> GDA editors reveal their top picks from the summer markets</p>	<p><b>Immediate Delivery</b>  <b>Get Smart Quick Guide to Giftable Tabletop</b></p>	<p>High Point, New York Tabletop Markets</p>

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## NOVEMBER

SPACE CLOSE: **Oct 12** AD MATERIALS DUE: **Oct 16**

EDITORIAL FOCUS	SPECIAL ADVERTISING SECTION	BONUS DISTRIBUTION
<b>State of the Industry:</b> GDA's exclusive report, including category snapshots, statistics and more	<b>Inspirational Meet the Marts</b>	

## DECEMBER

SPACE CLOSE: **Nov 12** AD MATERIALS DUE: **Nov 16**

EDITORIAL FOCUS	SPECIAL ADVERTISING SECTION	BONUS DISTRIBUTION
<b>Trends and Forecasts:</b> Results of GDA's exclusive annual survey <b>Color Forecast</b> <b>Product Feature:</b> Valentine's Day <b>Semi-annual 'Table Topics' Department</b>	<b>Gifts for Every Occasion</b>	Atlanta, Dallas, West Coast, Midwest

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*This editorial calendar is designed to provide you with an overview of the editorial direction the editorial department is taking in 2009. The gift industry is fluid and our editorial focus will change to meet the needs of our retail readers so you will see additional feature articles not listed above throughout the year. If you have any questions or if I can be of additional service please do not hesitate to call Caroline Kennedy at 646-746-7353, ckennedy@reedbusiness.com.*

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