



COLUMNS & FEATURES KEY

Insider: Article by industry contributor (any topic)

Spotlight: Profile of notable industry figure or company

Featured Longform: Rotating in-depth stories on key industry or industry-adjacent topics

Hot List: The hottest, newest or most interesting products (assorted) in listed product categories

MONTH	MONTHLY COLUMNS	FEATURES	SECTIONS	STYLE
JANUARY Ad Close: Dec. 30, 2019 Materials Due: Jan. 1, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Handling Customer Objections ■ Promos: Writing Instruments 	<ul style="list-style-type: none"> ■ Product Showcase: New Products for 2019 ■ Hot List: Umbrellas, Tumblers, Messenger Bags, Audio Accessories, Caps & Headwear 	<ul style="list-style-type: none"> ■ Feature: Athletic & Performance
FEBRUARY Ad Close: Jan. 27, 2020 Materials Due: Jan. 30, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Marketing With Direct Mail ■ Promos: Totes & Bags 	<ul style="list-style-type: none"> ■ Product Showcase: Drinkware ■ Hot List: Stickers & Decals, USA-Made, Memo & Note Pads, Spa & Relaxation, Name Tags & Buttons 	<ul style="list-style-type: none"> ■ Feature: T-shirts
MARCH Ad Close: Feb. 26, 2020 Materials Due: March 2, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Cold Calling/Cold Emailing ■ Promos: Golf Products 	<ul style="list-style-type: none"> ■ Product Showcase: Candy & Mints ■ Hot List: Safety, Cups, Laptop Bags, Sunglasses, Wearable Tech 	<ul style="list-style-type: none"> ■ Feature: Golf Apparel
APRIL Ad Close: April 1, 2020 Materials Due: April 6, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: What to Do When Things Go Wrong ■ Promos: Tech Items 	<ul style="list-style-type: none"> ■ Product Showcase: Outdoor Products ■ Hot List: Keytags & Keyrings, Beverage Insulators, Desk Accessories, Lotion & Sunblock, Magnets, Towels & Robes 	<ul style="list-style-type: none"> ■ Feature: Style Guide
MAY Ad Close: April 27, 2020 Materials Due: May 4, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Top Distributors ■ Feature: Business Growth Strategy ■ Promos: Drinkware 	<ul style="list-style-type: none"> ■ Product Showcase: Journals & Notebooks ■ Hot List: Coolers, Snacks & Gift Baskets, Phone & Tablet, Backpacks & Duffels 	<ul style="list-style-type: none"> ■ Feature: Polos & Business Casual
JUNE Ad Close: May 29, 2020 Materials Due: June 3, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Finding the Right Decorator/Printer ■ Promos: Sports, Tailgating & Spirit 	<ul style="list-style-type: none"> ■ Product Showcase: Writing Instruments ■ Hot List: Calendars, Sports Apparel & Team Uniforms, Sports Bottles, Lunch Bags, Wine Accessories, T-shirts 	<ul style="list-style-type: none"> ■ Feature: Caps & Headwear
JULY Ad Close: June 26, 2020 Materials Due: July 1, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Top Suppliers ■ Supplier Excellence Awards ■ Feature: Closing the Sale 	<ul style="list-style-type: none"> ■ Product Showcase: Tech & Audio ■ Hot List: Automotive, Glassware & Barware, Backpacks, Fleece & Outdoor Apparel 	<ul style="list-style-type: none"> ■ Feature: Socks & Footwear
AUGUST Ad Close: July 27, 2020 Materials Due: July 31, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Staying Top of Mind With Prospects ■ Promos: 4th Quarter Selling Guide 	<ul style="list-style-type: none"> ■ Product Showcase: Chocolate ■ Hot List: Blankets, Watches & Jewelry, Planners, Rugged & Safety Apparel 	<ul style="list-style-type: none"> ■ Feature: Women's Apparel
SEPTEMBER Ad Close: Aug. 28, 2020 Materials Due: Sept. 7, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Referrals - How to Get Them and Why They're Worth It ■ Promos: Holiday & Seasonal 	<ul style="list-style-type: none"> ■ Product Showcase: Flags, Banners & Mats ■ Hot List: Hand Sanitizer, Luggage & Travel, Coffee Accessories, Cookies & Baked Goods, Writing Instruments 	<ul style="list-style-type: none"> ■ Feature: Outerwear & Jackets
OCTOBER Ad Close: Sept. 28, 2020 Materials Due: Oct. 5, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Selling to Different Age Demographics ■ Promos: Food Promotions 	<ul style="list-style-type: none"> ■ Product Showcase: Awards ■ Hot List: Caps & Headwear, Badges & Badge Holders, Lip Balm, Printed Products, Kitchen & Household, Drinkware 	<ul style="list-style-type: none"> ■ Feature: Uniforms
NOVEMBER Ad Close: Nov. 2, 2020 Materials Due: Nov. 6, 2020	<ul style="list-style-type: none"> ■ BUYER'S GUIDE 			
DECEMBER Ad Close: Nov. 18, 2020 Materials Due: Nov. 23, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Reducing Friction in the Buying Process ■ Promos: Fitness, Health & Wellness 	<ul style="list-style-type: none"> ■ Product Showcase: Mobile Accessories ■ Hot List: Sports Bags, Mugs & Tumblers, Lanyards, Tote Bags, Youth & Teen Apparel 	<ul style="list-style-type: none"> ■ Feature: 2021 Apparel Trends