

MONTH	FEATURED LONGFORM	FEATURES	BUSINESS STRATEGIES	SECTIONS
JANUARY Ad Close: Jan. 3, 2023 Materials Due: Jan. 6, 2023	<ul style="list-style-type: none"> • The Sweet Spot – Successfully Tapping Into Key Vertical Markets 	<ul style="list-style-type: none"> • Print Feature: Tags & Labels • Promo Feature: New Products for 2023 • Apparel Feature: Athletic & Performance 	<ul style="list-style-type: none"> • New Rules for Sales Presentations (In-Person or Virtual) 	<ul style="list-style-type: none"> • Hot List: Brochures, Umbrellas, Tumblers, Writing Instruments, Audio Accessories, Caps & Headwear, Signs & Door Hangers
FEBRUARY Ad Close: Jan. 27, 2023 Materials Due: Feb. 1, 2023	<ul style="list-style-type: none"> • Staffing Handbook – Practical Tips on Attracting and Retaining Talent, Building Company Culture, What Employees Want in a Leader and More 	<ul style="list-style-type: none"> • Print Feature: Jumbo Rolls • Promo Feature: Totes & Bags • Apparel Feature: T-shirts 	<ul style="list-style-type: none"> • Using Referrals to Get More Business 	<ul style="list-style-type: none"> • Hot List: Drinkware, Stickers & Decals, USA-Made, Memos & Note Pads, Spa & Relaxation, Name Tags & Buttons, Napkins
MARCH Ad Close: March 1, 2023 Materials Due: March 6, 2023	<ul style="list-style-type: none"> • Women in Print and Promo – Female Professionals Talk Accomplishments, Challenges and Why They Love This Industry 	<ul style="list-style-type: none"> • Print Feature: Security Printing • Promo Feature: Premium Brands 	<ul style="list-style-type: none"> • Selling Versus Servicing: How to Better Manage Your Time 	<ul style="list-style-type: none"> • Hot List: Candy & Mints, Safety, Cups, Laptop Bags, Sunglasses, Wearable Tech, Plastic Cards
APRIL Ad Close: March 31, 2023 Materials Due: April 5, 2023	<ul style="list-style-type: none"> • State of the Industry Report 	<ul style="list-style-type: none"> • Print Feature: Packaging • Promo Feature: Tech Items • Apparel Feature: 2023 Style Guide 	<ul style="list-style-type: none"> • The Ins and Outs of Search Engine Marketing 	<ul style="list-style-type: none"> • Hot List: Outdoor Products, Keytags & Keyrings, Beverage Insulators, Desk Accessories, Lotion & Sunblock, Magnets, Towels & Robes, Promo Tags
MAY Ad Close: April 28, 2023 Materials Due: May 3, 2023	<ul style="list-style-type: none"> • Mergers & Acquisitions – Navigating the Current Landscape and Preparing For the Future 	<ul style="list-style-type: none"> • Print Feature: Direct Mail • Promo Feature: Drinkware • Apparel Feature: Polos & Business Casual 	<ul style="list-style-type: none"> • A Playbook for Video Marketing Wins 	<ul style="list-style-type: none"> • Hot List: Journals & Notebooks, Coolers, Snacks & Gift Baskets, Phone & Tablet, Backpacks & Duffels, Laser Cut Sheets & Unit Sets
JUNE Ad Close: May 30, 2023 Materials Due: June 2, 2023	<ul style="list-style-type: none"> • The Ultimate Guide to Social Media Vol. 3 – Get Connected and Learn How to Use Social for New Customer Development 	<ul style="list-style-type: none"> • Print Feature: Tax Forms • Promo Feature: Sports, Tailgating & Outdoor Products • Apparel Feature: Caps & Headwear 	<ul style="list-style-type: none"> • How to Master Uncomfortable Conversations With Clients 	<ul style="list-style-type: none"> • Hot List: Calendars, Sports Apparel & Uniforms, Sports Bottles, Lunch Bags, Wine Accessories, T-shirts, Wrapping & Gift Packaging
JULY Ad Close: June 28, 2023 Materials Due: July 5, 2023	<ul style="list-style-type: none"> • Topic TBD 	<ul style="list-style-type: none"> • Print Feature: Presentation Folders & Brochures • Promo Feature: Writing Instruments • Apparel Feature: Socks & Footwear 	<ul style="list-style-type: none"> • Choosing the Right Decorator for the Job 	<ul style="list-style-type: none"> • Hot List: Tech & Audio, Automotive, Glassware & Barware, Backpacks, Fleece & Outdoor Apparel, Labels
AUGUST Ad Close: July 28, 2023 Materials Due: Aug. 2, 2023	<ul style="list-style-type: none"> • Top Print and Promotional Products Distributors – With Interviews From the Top 	<ul style="list-style-type: none"> • Print Feature: Wide-Format Printing • Promo Feature: 4th Quarter Selling Guide • Apparel Feature: Women's Apparel 	<ul style="list-style-type: none"> • Top Printing Technologies Used in Promo (and Why It Pays to Know Your Stuff) 	<ul style="list-style-type: none"> • Hot List: Chocolate, Blankets, Watches & Jewelry, Planners, Rugged & Safety Apparel, Greeting & Holiday Cards
SEPTEMBER Ad Close: Aug. 28, 2023 Materials Due: Aug. 31, 2023	<ul style="list-style-type: none"> • Meet Your CSR All-Stars – The Best and Brightest at Reducing Client Friction and Keeping Projects Organized 	<ul style="list-style-type: none"> • Print Feature: Pressure Seal • Promo Feature: Holiday & Seasonal • Apparel Feature: Outerwear & Jackets 	<ul style="list-style-type: none"> • Supplier Perspective: Don't Make These Common Order Mistakes 	<ul style="list-style-type: none"> • Hot List: Flags/Banners/Mats, Hand Sanitizer, Luggage & Travel, Coffee Accessories, Cookies & Baked Goods, Writing Instruments
OCTOBER Ad Close: Sept. 28, 2023 Materials Due: Oct. 3, 2023	<ul style="list-style-type: none"> • Top Print and Promotional Products Suppliers – With Interviews from the Top • Supplier Excellence Awards 	<ul style="list-style-type: none"> • Print Feature: Continuous Forms • Promo Feature: Food Promotions • Apparel Feature: 2024 Apparel Trends 	<ul style="list-style-type: none"> • Proven Ways to Keep Your Customers Coming Back 	<ul style="list-style-type: none"> • Hot List: Awards, Caps & Headwear, Badges & Badge Holders, Lip Balm, Kitchen & Household, Drinkware, Business Cards
NOVEMBER/ DECEMBER Ad Close: Nov. 27, 2023 Materials Due: Nov. 30, 2023	<ul style="list-style-type: none"> • ANNUAL BUYER'S GUIDE 			