

# Editorial Calendar

## 2023

	Jan./Feb.	March	April	May/June
Print Deadlines	Ad close: 12/2/22 Materials due: 12/9/22	Ad close: 1/20/23 Materials due: 1/27/23	Ad close: 2/24/23 Materials due: 3/3/23	Ad close: 4/7/23 Materials due: 4/14/23
Issue Highlights	<ul style="list-style-type: none"> <li>• T-Shirt Trends: The decades-old fashion staple never sits still</li> <li>• Placket Trends: Buttoned up, but never stuffy</li> <li>• Heat Presses Part 1: Heat-press features and capabilities compared</li> <li>• Best Practices: Getting your startup off on the right foot</li> </ul>	<ul style="list-style-type: none"> <li>• Womenswear Trends: Spanning the style spectrum</li> <li>• Athleisure Trends: No longer just for the gym</li> <li>• Heat Presses Part 2: Specialty presses, platens and accessories</li> <li>• Best Practices: Increasing profitability through increased efficiency</li> </ul>	<ul style="list-style-type: none"> <li>• Team Athletic Wear Trends: Making sure your squad looks its best</li> <li>• Headwear Trends: Baseball caps, bucket hats and more</li> <li>• Embroidering to Scale: Matching a new machine to your production capacity</li> <li>• Better Business Desk: Leveraging debt to grow your decorating businesses</li> </ul>	<ul style="list-style-type: none"> <li>• <b>SPECIAL REPORT:</b> The latest in tech and materials as seen at Impressions Expo</li> <li>• <b>SPOTLIGHT ON INNOVATION</b> Advertorial section</li> <li>• Cutting-edge apparel from across the industry</li> <li>• A look at "Live" T-shirt printing and embroidery events</li> <li>• Best Practices: Leveraging new technologies and products to grow your business</li> </ul>
Distribution Extras	<ul style="list-style-type: none"> <li>• <b>BONUS DISTRIBUTION:</b> Impressions Expo Long Beach January 20 - 22, 2023</li> </ul>	<ul style="list-style-type: none"> <li>• <b>BONUS DISTRIBUTION:</b> Impressions Expo Atlantic City March 23 - 25, 2023</li> </ul>		

## 2023

	Aug./Sept.	Oct./Nov.	December
Print Deadlines	Ad close: 6/29/23 Materials due: 7/7/23	Ad close: 8/24/23 Materials due: 8/31/23	Ad close: 10/25/23 Materials due: 11/1/23
Issue Highlights	<ul style="list-style-type: none"> <li>• Fleecewear Trends: Cold weather is on the way—and that's a good thing!</li> <li>• Holiday Business Ideas Part 1: Tapping into an increasingly lucrative market</li> <li>• Multi-Station Screen Printing: You get what you pay for with screen-printing gear</li> <li>• Better Business Desk: How, when and why to go with DTG, DTF or digital sublimation</li> </ul>	<ul style="list-style-type: none"> <li>• Performance Trends: A look at today's product offerings for the physically active</li> <li>• Holiday Business Ideas Part 2: Marketing your holiday initiatives</li> <li>• Best Practices: Improving the efficiency of your screen-printing operation</li> <li>• Looking Good: A visual celebration of some of what today's best decorators have to offer</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Impressions Sourcebook:</b> A comprehensive guide to suppliers and service providers from across the industry</li> <li>• 2024 Product Review: A look at the latest the industry has to offer</li> </ul>
Distribution Extras	<ul style="list-style-type: none"> <li>• <b>BONUS DISTRIBUTION:</b> Impressions Expo Fort Worth September 14 - 16, 2023</li> </ul>		<ul style="list-style-type: none"> <li>• <b>BONUS DISTRIBUTION:</b> Sourcebook to be distributed at ALL 2024 Impressions Expos</li> </ul>

Additional Features	<a href="http://impressionsmagazine.com">impressionsmagazine.com</a> , From the Editor, Impressions Expo Conference Information, New Products, Tips, Shop Profiles and more!
---------------------	--