

2017 EDITORIAL CALENDAR

ISSUE	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
	AD CLOSE: NOV. 18, 2016 MATERIAL DUE: NOV. 25, 2016	AD CLOSE: FEB. 10, 2017 MATERIAL DUE: FEB. 17, 2017	AD CLOSE: APRIL 14, 2017 MATERIAL DUE: APRIL 21, 2017	AD CLOSE: JUNE 9, 2017 MATERIAL DUE: JUNE 16, 2017	AD CLOSE: AUG. 11, 2017 MATERIAL DUE: AUGUST 18, 2017	AD CLOSE: SEPT. 22, 2017 MATERIAL DUE: SEPT. 29, 2017
FEATURE 1	Home Goods	Electronics	Digital Cameras	Watches & Clocks	Recreation & Sporting Goods	Luggage & Leather Goods
FEATURE 2	Event Marketing	IMRA Closeup & Directory	IGCC & Gift Cards Closeup	Business Gifts Guide	Merchandise Trends	IMA Closeup
FEATURE 3	Sales Incentive Trends	Creating the Reward Experience	Loyalty Programs	Inspiration Innovation	State of the Industry	Safety Incentives
FEATURE 4	Toolkit: <i>Communication Strategies</i>	ROI: <i>How to Get There From Here</i>	Toolkit: <i>The Intersection of Incentives & Technology</i>	Generation Motivation	Toolkit: <i>Mobile Motivation</i>	Global Rewards Strategies
PRODUCT SHOWCASES	<ul style="list-style-type: none"> • New Products • Gift Cards • Watches & Clocks 	<ul style="list-style-type: none"> • New Products • Recreation & Sporting Goods • Gourmet Food 	<ul style="list-style-type: none"> • New Products • Luxury Items • Luggage & Leather 	<ul style="list-style-type: none"> • New Products • For the Home • Fitness Equipment / Healthcare / Spa Products 	<ul style="list-style-type: none"> • New Products • Electronics / High-Tech • Dining / Food 	<ul style="list-style-type: none"> • New Products • Cameras • Last-Minute Gifts
ADVERTISING BONUSES	Full-Color Product Showcase Full-Color Trade Show in Print for PPAI/brand Exhibitors	Full-Color Web Site Showcase	Full-Color Product Showcase	Full-Color Product Showcase	Full-Color Product Showcase	Full-Color Product Showcase
SPECIAL FOCUS	PPAI/brand Show Las Vegas Jan. 10-12	IMRA Directory Supplement				Circle of Excellence Awards

“Top decision-makers read trade magazines to stay on top of new developments and find solutions to their problems. What’s more, they act on what they learn!”