

# 2018 Editorial Calendar

## January

**(PPAI EXPO)**

### **PPAI Expo Issue**

Eye on Apparel: Prints and Patterns

Editor's Pick: Beverages and Drinkware

Market to Market: Shared Economy

Ad Space: November 29, 2017

Ad Materials: December 1, 2017

**Bonus Distribution:** ISS Long Beach

## February

### **The Bag Issue**

Eye on Apparel: Beachwear

Editor's Pick: Bags

Market to Market: K - 12 Education

Ad Space: January 5, 2018

Ad Materials: January 9, 2018

## March

### **Best of Expo**

Eye on Apparel: Best of EXPO

Editor's Pick: Best of EXPO

Market to Market: Tourism

Ad Space: January 31, 2018

Ad Materials: February 2, 2018

**Bonus Distribution:** NBM Arlington, TX

ISS Atlantic City, NJ

## April

### **PPB Best Multi-Line Reps**

Eye on Apparel: Cotton

Editor's Pick: Badges

Market to Market: HR/Staffing

Ad Space: February 28, 2018

Ad Materials: March 2, 2018

**Bonus Distribution:** NBM Sacramento, CA

## May

### **The Uniform Issue**

Eye on Apparel: Uniforms

Editor's Pick: Fidget Products

Market to Market: Political/Elections

Ad Space: March 30, 2018

Ad Materials: April 2, 2018

**Bonus Distribution:** NBM Portland, OR

## June

**(EXPO East)**

### **PPB Greatest Companies To Work For**

Eye on Apparel: Jackets

Editor's Pick: Calendars

Market to Market: Health Care

Ad Space: May 2, 2018

Ad Materials: May 4, 2018

**Bonus Distribution:** NBM Cleveland, OH

## July

### **Annual Industry Sales Report**

Eye on Apparel: Coordinating Apparel

Editor's Pick: Premiums

Market to Market: Engineering and Construction

Ad Space: June 1, 2018

Ad Materials: June 5, 2018

**Bonus Distribution:** NBM Long Beach, CA

## August

### **The Tech Products Issue**

Eye on Apparel: Footwear

Editor's Pick: Personal Tech

Market to Market: Nonprofits

Ad Space: June 29, 2018

Ad Materials: July 5, 2018

**Bonus Distribution:** NBM, Secaucus, NJ

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## September

### ***PPB Rising Stars***

Eye on Apparel: Headwear

Editor's Pick: Writing Instruments

Market to Market: Agriculture

Ad Space: July 31, 2018

Ad Materials: August 2, 2018

Bonus Distribution: NBM Indianapolis, IN

## October

### ***PPB Best Bosses***

Eye on Apparel: Fitness Apparel

Editor's Pick: Sports and Leisure

Market to Market: Sporting Events and Venues

Ad Space: August 31, 2018

Ad Materials: September 4, 2018

Bonus Distribution: NBM Charlotte, NC

## November

### ***PPB Service Superheroes***

Eye on Apparel: Retail Styles

Editor's Pick: Adults Only

Market to Market: Beverage Industry

Ad Space: September 28, 2018

Ad Materials: October 2, 2018

## December

### ***PPAI EXPO Preview***

Eye on Apparel: T-Shirts

Editor's Pick: Scented Products

Market to Market: Tech Industry

Ad Space: October 30, 2018

Ad Materials: November 1, 2018

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