

EDITORIAL CALENDAR



WIDE-FORMAT IMPRESSIONS 2018 EDITORIAL CALENDAR

	July / Aug. 2018	Sept. /Oct. 2018	Nov. / Dec. 2018
Editorial Due	June 20, 2018	Aug. 28, 2018	Oct. 17, 2018
Ad Close	June 29, 2018	Sept. 7, 2018	Oct. 26, 2018
Materials Due	July 5, 2018	Sept. 12, 2018	Oct. 31, 2018
Theme	Retail	Travel & Tourism / Hospitality / Food & Beverage	Education
Cover Story	The Top Trends Impacting the Retail Market — and Your Business	Constructing a “Sense of Place” in a Blank Space	Making The Grade: Signage that Supports School Pride
Features	<ul style="list-style-type: none"> • The Evolution of In-Store Signage and Displays • 2018 SGIA Industry Benchmarking Survey Results 	<ul style="list-style-type: none"> • Eat With Your Eyes: Creating the Full Foodie Experience • Top Installation Tips 	<ul style="list-style-type: none"> • Connecting with the Students of the Future • Avoiding Top 10 Mistakes Printers Make With Customers
Research	State of the Visual Communications Industry (Research)	Opportunities in Industrial Print (Research)	Opportunities in Textile and Garment (Research)
Event Coverage	Preview to SGIA 2018	SGIA Expo New Product Showcase	Key Takeaways from the 2018 SGIA Expo
Operations		Boosting Operational Efficiencies: Prepress and Color Management	
Sales & Marketing	Customer Engagement & Experiential Marketing		Successful Marketing Strategies that Drive Business Development
Technology	UV	Aqueous / Durable Aqueous/Latex	
Sign/Graphics Apps	Window Graphics	Soft Signage	Sports Graphics
Industrial Apps	3D Signage / Pop Up Stores	Interior Décor / Decorative Wallpaper & Laminates	Direct-to-Object / Promotional Products
Garment & Textiles Apps	Fashion and Garments	Home Goods	T-Shirts
Commercial Print Apps	Package Prototypes	Travel Collateral	Books
Bonus Distribution	SGIA 2018, Las Vegas, NV October 18-20	SGIA 2018, Las Vegas, NV October 18-20	



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WIDE-FORMAT IMPRESSIONS 2019 EDITORIAL CALENDAR

	Jan. / Feb. 2019	March / April 2019	May / June 2019	July / Aug. 2019	Sept. / Oct. 2019	Nov. / Dec. 2019
Editorial Due	Dec. 27, 2018	Feb. 20, 2019	April 23, 2019	June 18, 2019	Aug. 20, 2019	Oct. 15, 2019
Ad Close	Jan. 7, 2019	March 4, 2019	May 3, 2019	June 28, 2019	Sept. 6, 2019	Oct. 25, 2019
Materials Due	Jan. 10, 2019	March 7, 2019	May 8, 2019	July 3, 2019	Sept. 11, 2019	Oct. 30, 2019
Theme	Renewal / Growth	Transportation	Media & Entertainment	Innovation	Convergence	Non-Profit
Cover Story	Growth Projections for 2019	The “Me” Mindset and Personalization	What You Can Learn from Fan(at)ics About Engagement	The Innovators: Recognizing Best in Class Companies	Convergence: Growth Opportunities Despite a Consolidating Market	The Science of Fundraising
Features	<ul style="list-style-type: none"> • Sign Legislation for 2019 • Top WF Print Producers 	<ul style="list-style-type: none"> • Pimp Your Ride • Building Your B2C Business (aka the Web-to-Print Opportunity) 	<ul style="list-style-type: none"> • Festivals and Fairs in the Summer Sun • Opportunities in Digital Signage 	<ul style="list-style-type: none"> • How the Maker Movement Impacts You • 2019 SGIA Industry Benchmarking Survey Results 	<ul style="list-style-type: none"> • Big Opportunities in Small-Format Output • Opportunities in Package Prototyping 	<ul style="list-style-type: none"> • Data Management Can Fuel Your Business Growth • Top WF Print Producers • Sustainability and Consumer Perceptions
Research	2019 Hot Markets Report (Research)	Brands and You: What Brands Want in a PSP (Research)	The Interactive Print Opportunity (Research)	Opportunities in Industrial Print (Research)	State of the Visual Communications Industry (Research)	Opportunities in Textile and Garment (Research)
Event Coverage				Preview to PRINTING United 2019	PRINTING United 2019 New Product Showcase	Key Takeaways from PRINTING United 2019
Operations	M&A Activity & Trends		Hiring Strategies for the New Workforce		Succession Planning for the Next Generation	
Sales & Marketing		Relationship Selling Success		Omni-Channel Marketing Success		Successful Sales Strategies for Increasing Digital Print Revenues
Technology	Inkjet Printheads	Solvent		UV	Dye-Sub / Direct Print	
Sign/Graphics Apps	Trade Show/Exhibit Signage	Outdoor & Transit Advertising	Soft Signage	Vehicle Graphics	Museum Graphics	Outdoor Advertising
Industrial Apps		Printed Electronics	3D Printing / Modeling	Functional Printing	Specialty Printing (Glass, Ceramic, Metal, Composite)	Industrial Textiles
Garment & Textiles Apps			Blankets & Towels	Fashion and Garments		
Commercial Print Apps	Calendars	Car Manuals & Collateral	Album Covers	Potpourri	Dimensional Printing	Direct Mail
Bonus Distribution				PRINTING United, Dallas, TX, October 23-25	PRINTING United, Dallas, TX, October 23-25	