

THE DECORATED APPAREL AUTHORITY

Impressions

2012 EDITORIAL CALENDAR

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ISS

Impressions














Fashion • Function • Flexion
August 06, 2011
Because it has become an industry staple, manufacturers are looking for new ways to continuously add to that help to feel and function. Check out this feature of the newest fleece from various brands.

Click here to see the full Design Gallery

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Impressions EDITORIAL CALENDAR 2012

2012	January	February	March	April/May
Print Deadlines	Ad close: 11/28/11 Materials due: 12/6/11	Ad close: 12/29/11 Materials due: 1/6/12	Ad close: 1/31/12 Materials due: 2/6/12	Ad close: 3/1/12 Materials due: 3/7/12
Issue Highlights In Every Issue	 <ul style="list-style-type: none"> • SHOW ISSUE: ISS Long Beach • PRE-SHOW ISSUE: ISS Orlando  <ul style="list-style-type: none"> • Impressions Awards Winners Issue • Sublimation • Simulated Process • In the Shop How-To Series—Screen Print, Embroidery, Digital, Heat-Applied Graphics 	 <ul style="list-style-type: none"> • SHOW ISSUE: ISS Orlando • PRE-SHOW ISSUE: ISS Atlantic City • Specialty Decorating on Wovens • Flocking • In the Shop How-To Series—Screen Print, Embroidery, Digital, Heat-Applied Graphics 	 <ul style="list-style-type: none"> • SHOW ISSUE: ISS Atlantic City • PRE-SHOW ISSUE: ISS Columbus • Decorating Fashion Garments • 3-D Embroidery • In the Shop How-To Series—Screen Print, Embroidery, Digital, Heat-Applied Graphics 	 <ul style="list-style-type: none"> • SHOW ISSUE: ISS Columbus • Print/Cut Media Primer  <ul style="list-style-type: none"> • Student Awards • Eco Decorating Update • In the Shop How-To Series—Screen Print, Embroidery, Digital, Heat-Applied Graphics
Product Spotlight	• T-Shirts	• Plackets, Wovens	• Women's Wear	• Athleticwear, Headwear
ISS Products/Digital & Mobile Exclusives	• ISS Product Pick • Catalog Central	• ISS Product Pick • Catalog Central	• ISS Product Pick • Catalog Central	• ISS Product Pick • Catalog Central
Supplements			 <ul style="list-style-type: none"> • Team/Spiritwear Ad Close: 1/25 Mats Due: 2/6 	
Distribution Extras	 <ul style="list-style-type: none"> • ISS Long Beach January 20-22 	 <ul style="list-style-type: none"> • ISS Orlando February 17-18 	 <ul style="list-style-type: none"> • ISS Atlantic City March 9-11 	 <ul style="list-style-type: none"> • ISS Columbus May 4-5

Impressions EDITORIAL CALENDAR 2012

2012	June/July	August/September	October/November	December Sourcebook & 2013 Product Preview Issue
Print Deadlines	Ad close: 5/1/12 Materials due: 5/8/12	Ad close: 6/28/12 Materials due: 7/6/12	Ad close: 8/29/12 Materials due: 9/6/12	Ad close: 10/30/12 Materials due: 11/7/12
Issue Highlights In Every Issue	 <ul style="list-style-type: none"> • PRE-SHOW ISSUE: ISS/ASD Las Vegas • PRE-SHOW ISSUE: ISS Atlanta & Ft. Worth • Teen-Tween Specialists • Top Volume Profiles • Special Effects • In the Shop How-To Series—Screen Print, Embroidery, Digital, Heat-Applied Graphics 	 <ul style="list-style-type: none"> • SHOW ISSUE: ISS/ASD Las Vegas • SHOW ISSUE: ISS Atlanta & Ft. Worth • Outerwear Decorating Trends • Applique • In the Shop How-To Series—Screen Print, Embroidery, Digital, Heat-Applied Graphics 	 <ul style="list-style-type: none"> • SHOW ISSUE: SGIA • Digital Decorating • Printing on Performance Apparel • In the Shop How-To Series—Screen Print, Embroidery, Digital, Heat-Applied Graphics 	 <ul style="list-style-type: none"> • PRE-SHOW ISSUE: ISS Long Beach 2013  <ul style="list-style-type: none"> • Impressions Sourcebook—Annual Buyer's Guide and 2013 Product Preview issue
Product Spotlight	• Teen, Tween, Kidswear	• Fleecewear, Jackets/Outerwear	• Performancewear, Direct to Garment, Heat Presses	• 2013 Product Preview
ISS Products/Digital & Mobile Exclusives	• ISS Product Pick • Catalog Central	• ISS Product Pick • Catalog Central	• ISS Product Pick • Catalog Central	• ISS Product Pick • Catalog Central
Supplements		 <ul style="list-style-type: none"> • Team/Spiritwear Ad Close: 7/1 Mats Due: 7/7 		
Distribution Extras		 <ul style="list-style-type: none"> • ISS/ASD Las Vegas August 12-14 • ISS Atlanta & Ft. Worth 	 <ul style="list-style-type: none"> • SGIA Expo, Las Vegas October 18-20 	 <ul style="list-style-type: none"> • ISS 2013 Shows