

2019 Editorial Calendar

Printwear & Promotion is expanding the ways in which you can contribute editorially to features each month. Not only can you submit product content, you can also provide comment or opinion based on the synopses below for more in-depth sector relevant articles. You don't have to supply such products to provide your comment or opinion, all contributions will be welcome.

- Contributions for the comment pieces should be no more than 300 words in length
- Decorating tips for any of the features will also be welcomed

January

Editorial deadline: 23rd November **Ad copy deadline:** 14th December

Special & Other Features: P&P LIVE! Preview

Headwear

Comment synopsis

- What trends/styles do you think will be big sellers in headwear in the next 12 months?
- What styles were big sellers last year and why?
- What fabrics and features are currently popular and why?
- What challenges face the headwear market?
- Why should garment decorators consider offering headwear to their customers?

Product contribution

100 words focusing on your top selling product and a hi-res image

Urbanwear

Comment synopsis

- What trends from the high street do you expect to see flow through into the printwear market in 2019?
- Highlight a particular product from your collection and explain the retail inspiration behind it, how the product came to fruition from design through to hitting the shelves
- Explain why printwear trends follow retail trends
- Any top tips for garment decorators looking to build their own retail-style brand, what they should look out for and any pitfalls they should avoid

Product contribution

100 words focusing on your top selling product and a hi-res image

Dye Sublimation Printing

Comment synopsis

- Describe the features of a particular dye sublimation printer(s) or consumable item(s), including their benefits, comments/ feedback from current users and tips for use. Please also include a hi-res product image or customer photo
- Where do you see the future of this industry heading, any particular trends or features that you expect to take off?

Product contribution

250 words on any relevant piece of dye sublimation equipment or consumables and a hi-res image

February

Editorial deadline: 21st December **Ad copy deadline:** 11th January

Polo Shirts

Comment synopsis

- How has the polo shirt evolved since its creation?
- How do you see the polo shirt evolving (in terms of style/ appearance or use) over the next five years?

Product contribution

100 words focusing on your top selling product and a hi-res image

E-Commerce Software

Comment synopsis

- Why should a garment decorator invest in e-commerce software and how will this benefit their business?
- Any top tips for selling online

Product contribution

100 words focusing on your top selling product and a hi-res image

Bags

Comment synopsis

- How has the war on plastic affected the bag? Have you seen an increase in sales? Has the design of the bag changed during this time?

Product contribution

100 words focusing on your top selling product and a hi-res image

Embroidery

Comment synopsis

- Describe the features of a particular embroidery machine(s) or consumable item(s), including their benefits, comments/ feedback from current users and tips for use. Please also include a hi-res product image or customer photo
- Where do you see the future of this industry heading, any particular trends or features that you expect to take off?

Product contribution

250 words on any relevant piece of embroidery equipment or consumables and a hi-res image

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March

Editorial deadline: 18th January **Ad copy deadline:** 15th February

Special & Other Features: P&P LIVE! Review

T Shirts

Comment synopsis

- Why should garment decorators consider offering the basic tee?
- What markets can a garment decorator target with a T shirt?
- What styles or features are currently popular and why?

Product contribution

100 words focusing on your top selling product and a hi-res image

Schoolwear

Comment synopsis

- What challenges currently face the schoolwear market and how can these be overcome?
- Your thoughts on whether a school uniform helps to combat bullying
- Any hints and tips for targeting the schoolwear market

Product contribution

100 words focusing on your top selling product and a hi-res image

Activewear

Comment synopsis

- Athleisure is on the rise, what are your thoughts on this market sector?
- What new fabrics/ technical features are entering the activewear market that garment decorators should be made aware of?

Product contribution

100 words focusing on your top selling product and a hi-res image

April

Editorial deadline: 15th February **Ad copy deadline:** 15th March

Golfwear

Comment synopsis

- Can golfwear ever be fashionable? Explain your thoughts
- What fabric or design trends do you see entering this market during the next 12 months?

Product contribution

100 words focusing on your top selling product and a hi-res image

Direct to Garment Printing

Comment synopsis

- Describe the features of a particular direct to garment printer(s) or consumable item(s), including their benefits, comments/ feedback from current users and tips for use. Please also include a hi-res product image or customer photo
- Where do you see the future of this industry heading, any particular trends or features that you expect to take off?

Product contribution

250 words on any relevant piece of direct to garment print equipment or consumables and a hi-res image

Baby & Kidswear

Comment synopsis

- What are your thoughts on children and adults wearing the same styles? Do you have any products in your collection that are available in both adult and children's sizes?
- What styles/trends do you think will be big sellers this year and why?
- What styles/trends were big sellers last year and why?
- Do you see this market as a big growth area?

Product contribution

100 words focusing on your top selling product and a hi-res image

Corporatewear

Comment synopsis

- Has the traditional suit gone out of fashion? Is dress down the way forward?
- Provide an overview of which styles of corporatewear suit which job roles/ sectors

Product contribution

100 words focusing on your top selling product and a hi-res image

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May

Editorial deadline: 15th March **Ad copy deadline:** 12th April

Womenswear

Comment synopsis

- Many years ago, the only printwear products on offer were unisex bog standard tees. Today women's styles and sizes are available in abundance. Explain how womenswear has evolved and developed over the years
- What styles do you think will be big sellers this year and why?
- What styles were big sellers last year and why?

Product contribution

100 words focusing on your top selling product and a hi-res image

Team Sportswear

Comment synopsis

- Why should sports teams dress the same? What is the importance of this?
- What do you offer in terms of co-ordinated sports kits? What makes these different from your competition?

Product contribution

100 words focusing on your top selling product and a hi-res image

Health & Beauty

Comment synopsis

- Can you explain why a beautician or a hairdresser etc. should consider wearing a uniform? Why are uniforms important in this sector?
- Any hints and tips for garment decorators for selling health & beauty tunics

Product contribution

100 words focusing on your top selling product and a hi-res image

Transfer Printing & Heat Presses

Comment synopsis

- Describe the features of a particular piece of equipment or consumable item(s), including their benefits, comments/ feedback from current users and tips for use. Please also include a hi-res product image or customer photo
- Where do you see the future of this industry heading, any particular trends or features that you expect to take off?

Product contribution

250 words on any relevant piece of equipment or consumables and a hi-res image

June

Editorial deadline: 19th April **Ad copy deadline:** 17th May

College Kit

Comment synopsis

- Leavers hoodies - what is the appeal? Should garment decorators offer this service? If so what should they consider before doing so?
- Besides leavers hoodies, what else should a garment decorator think about when targeting colleges and universities?

Product contribution

100 words focusing on your top selling product and a hi-res image

Industrial Workwear & Safetywear

Comment synopsis

- Can heavy duty workwear ever look fashionable?
- Have you noticed a trend for workmen wanting to look more fashionable in their working roles?
- What advice should garment decorators pass on to their customers who want to look fashionable in an industrial role?

Product contribution

100 words focusing on your top selling product and a hi-res image

Screen Printing

Comment synopsis

- Describe the features of a particular piece of screen printing equipment or consumable item(s), including their benefits, comments/ feedback from current users and tips for use. Please also include a hi-res product image or customer photo
- Where do you see the future of this industry heading, any particular trends or features that you expect to take off?

Product contribution

250 words on any relevant piece of screen printing equipment or consumables and a hi-res image

To contribute to any of these features contact the editor, Melanie Attlesey
Email: mattlesey@datateam.co.uk Tel: 01622 699114

- Please note: the scheduled editorial may be subject to change at short notice. The editor will make announcements should this occur.
- The deadlines shown are the latest dates for submitting editorial and advertising copy in the respective issues. Submissions received after these dates risk exclusion.
- For the product contributions, priority will be given to new and previously unpublished items.