

## 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

### July

**Editorial deadline:** 17th May **Ad copy deadline:** 14th June

#### Menswear

##### Comment synopsis

- What trends from the high street do you expect to see flow through into the printwear market for the autumn/winter season?
- Highlight a particular product from your collection and explain the retail inspiration behind it, how the product came to fruition from design to hitting the shelves

##### Product contribution

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

#### Wide Format Digital Printing

##### 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 equipment or consumables and a hi-res image

#### Shorts & Trousers

##### Comment synopsis

- Do you think shorts and trousers are as high on the end-users' agenda as a polo shirt or shirt when it comes to workwear?
- Any top tips for decorating shorts and trousers? What technique is best?

##### Product contribution

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

#### Eco Clothing

##### Comment synopsis

- Where do you see this market heading in terms of the printwear industry?
- Should eco-friendly clothing be an option that garment decorators offer? How should a garment decorator sell eco-clothing?
- In your opinion, what should a garment decorator look out for/ do to become more eco-friendly in their operation or product offering?

##### Product contribution

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

### August

**Editorial deadline:** 21st June **Ad copy deadline:** 12th July

#### Accessories & Ancillaries

##### Comment synopsis

- What's your top-selling accessory and why?
- Explain the benefits of upselling accessories and ancillary products to the end user

##### Product contribution

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

#### Supplier Profiles

Supplier Profiles (Profile pages open to full page advertisers in issue)

For more information or to book an advert in this section please email Dan Gardner ([dgardner@datateam.co.uk](mailto:dgardner@datateam.co.uk)) or Dan Jobson ([djobson@datateam.co.uk](mailto:djobson@datateam.co.uk))

#### Print & Embroidery Consumables

##### Comment synopsis

- Describe the features of a particular consumable item, including their benefits, comments/ feedback from current users and tips for use. Please also include a hi-res product image or customer photo

##### 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](mailto: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.

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### September

**Editorial deadline:** 19th July **Ad copy deadline:** 17th August

#### Jackets & Fleece

##### Comment synopsis

- What advice would you give to a garment decorator who is worried about decorating an expensive jacket?
- Can you provide an overview of what jacket styles will be seen in the printwear market in 2020?

##### Product contribution

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

#### Knitwear

##### Comment synopsis

- What knitwear styles do you expect to sell well in the upcoming autumn/winter season?
- Does knitwear have a place outside of the corporate world? What are your thoughts on this?
- What markets can a garment decorator target with knitwear?

##### Product contribution

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

#### Promotional Products

##### Product contribution

250 words on any relevant promotional products and a hi-res image

#### Embroidery

##### Comment synopsis

- Describe the features of a particular printers(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 equipment or consumables and a hi-res image

### October

**Editorial deadline:** 17th August **Ad copy deadline:** 13th September

#### Hoodies & Sweatshirts

##### Comment synopsis

- How has the sweatshirt evolved over the years?
- How will the sweatshirt next evolve in 2020?
- Do you have any top decorating tips for sweatshirts?

##### Product contribution

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

#### Schoolwear

##### Comment synopsis

- What trends should schoolwear retailers be aware of for the season ahead?
- Can you foresee any challenges that schoolwear retailers may face in 2020? How will these be overcome?

##### Product contribution

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

#### Digital Printing

##### Comment synopsis

- Describe the features of a particular printers(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
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##### Product contribution

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### November

**Editorial deadline:** 20th September **Ad copy deadline:** 18th October

#### Sportswear

##### Comment synopsis

- Why is customisation important for this market?
- What do you see as potential/ future growth areas for this market?

##### Product contribution

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

#### Outdoor Workwear

##### Comment synopsis

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

##### Product contribution

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

#### Hospitality & Catering

##### Comment synopsis

- Can chefswear 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

#### Bespoke Clothing

##### Comment synopsis

- What's the difference in your opinion between stock, customised and bespoke?
- Do you think this side of the industry is growing? If so, why do you think this is?

##### Product contribution

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

### December

**Editorial deadline:** 25th October **Ad copy deadline:** 15th November

#### What's New for 2020

Open to full page advertisers in the issue only. When a full page advert is booked in the issue, advertisers will receive one full page of editorial to use to discuss new products for 2020 to act as a DPS.

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