

## 2020 Editorial Calendar

Printwear & Promotion has expanded 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:** 22nd November **Ad copy deadline:** 13th December

**Special & Other Features:** P&P LIVE! Preview

#### Headwear

##### Opinion/Comment synopsis

- Match the cap to the market. Provide an overview of what hats decorators should suggest for the following markets:
  - \*Sports teams \*Students
  - \*Heavy industries
  - \*Corporatewear \*Hospitality
  - \*Casual occasions
- What challenges face the headwear market?
- Any tops decorating tips?

##### Product contribution

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

#### Urbanwear

##### Opinion/Comment synopsis

- What trends from the high street do you expect to see flow through into the printwear market in 2020?
- 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

##### Opinion/Comment synopsis

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

### February

**Editorial deadline:** 19th December **Ad copy deadline:** 10th January

#### Polo Shirts

##### Opinion/Comment synopsis

- What makes the polo shirt so popular in your opinion?
- Highlight your best-selling polo shirt and explain why it is so popular

##### Product contribution

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

#### E-Commerce Software

##### Opinion/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

##### Opinion/Comment synopsis

- Explain how a garment decorator can upsell to customers using bags and accessories
- Any top decorating tips?

##### Product contribution

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

#### Embroidery

##### Opinion/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:** 17th January **Ad copy deadline:** 14th February

**Special & Other Features:** P&P LIVE! Review

#### T Shirts

##### Opinion/Comment synopsis

- What trends should decorators consider for custom T shirt designs?
- What markets can a garment decorator can target with a T shirt?
- What styles are currently popular and why?

##### Product contribution

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

#### Schoolwear

##### Opinion/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

##### Opinion/Comment synopsis

- What are your thoughts on athleisure?
- 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:** 21st February **Ad copy deadline:** 13th March

#### Golfwear

##### Opinion/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

##### Opinion/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

##### Opinion/Comment synopsis

- What colours and styles are currently popular in this market?
- What styles/ trends do you think will be big sellers this year and why?
- What fabrics are currently popular 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

#### Trophies & Engraving

##### Opinion/Comment synopsis

- What trophies are currently best-selling and why?
- Where do you see the future of this industry heading, any particular trends or features that you expect to take off?

##### Product contribution

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

#### Corporatewear

##### Opinion/Comment synopsis

- Does fashion play a role in corporatewear?
- Do office workers now favour styles similar to what they would wear in their personal life? Share your thoughts on this

##### Product contribution

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### May

**Editorial deadline:** 20th March **Ad copy deadline:** 10th April

**Special & Other Features:** FESPA Review

#### Womenswear

##### Opinion/Comment synopsis

- What do you think women look for in their clothing selections? What is their priority? (I.e. fit, colour, fabric, latest fashions).
- What styles, colours, trends do you think will be big sellers this year and why?
- Do you think this market is growing?

##### Product contribution

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

#### Team Sportswear

##### Opinion/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

#### 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

##### Opinion/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

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### June

**Editorial deadline:** 17th April **Ad copy deadline:** 15th May

#### College Kit

##### Opinion/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

##### Opinion/Comment synopsis

- What do customers look for in their workwear garments?
- What drives trends in the workwear market?
- How do the demands of different industries factor in the development of workwear garments?

##### Product contribution

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

#### Screen Printing

##### Opinion/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 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.