

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

July

Editorial deadline: 15th May **Ad copy deadline:** 12th June

Menswear

Opinion/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

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

Shorts & Trousers

Opinion/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

Wide Format Digital Printing

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 equipment or consumables and a hi-res image

August

Editorial deadline: 19th June **Ad copy deadline:** 10th July

Accessories & Ancillaries

Opinion/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) or Dan Jobson (djobson@datateam.co.uk)

Print & Embroidery Consumables

Opinion/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 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.

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September

Editorial deadline: 17th July **Ad copy deadline:** 14th August

Jackets & Fleece

Opinion/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 2021?

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

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

Promotional products

Product contribution

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

Embroidery

Opinion/Comment synopsis

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- 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: 21st August **Ad copy deadline:** 11th September

Hoodies & Sweatshirts

Opinion/Comment synopsis

- How has the sweatshirt evolved over the years?
- How will the sweatshirt next evolve in 2021?
- 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

Opinion/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 2021? How will these be overcome?

Product contribution

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

Digital Printing

Opinion/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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November

Editorial deadline: 18th September **Ad copy deadline:** 16th October

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

Outdoor Workwear

Opinion/Comment synopsis

- What do you offer women in this market?
- Is there a demand for womenswear in this market?
- Could more be done for female workers in this market?

Product contribution

100 words focusing on your top selling product 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

Opinion/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: 23rd October **Ad copy deadline:** 13th November

What's New for 2021

Opinion/Comment synopsis

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 2021 to act as a DPS.

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