

2021 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: 20th November **Ad copy deadline:** 11th December

Urbanwear

Opinion/Comment synopsis

- What trends from the high street do you expect to see flow through into the printwear market in 2021?
- 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

Eco Clothing

Opinion/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

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 in 2021?
- Any tops decorating tips?

Product contribution

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

Hygiene Essentials

Opinion/Comment synopsis

- Are you now stocking products such as face coverings and hand sanitiser in response to the COVID-19 pandemic? If so, what and why? What has the uptake been like the last nine months?
- How has your business rode the wave of COVID-19 during the last nine months? How have you survived and had to adapt?
- What do you see the garment decoration industry looking like in 2021 if the pandemic continues for another nine months and beyond?

Product contribution

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

February

Editorial deadline: 18th December **Ad copy deadline:** 15th January
Special & Other Features: FESPA Preview

Polo Shirts

Opinion/Comment synopsis

- What colours and fabrics are currently popular for polo shirts?
- Where are the growth markets for polo shirts currently?
- 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

Software Solutions

Opinion/Comment synopsis

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

Product contribution

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

Bags

Opinion/Comment synopsis

- What are the latest bag trends in the printwear market currently?
- 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: 22nd January **Ad copy deadline:** 12th February

T Shirts

Opinion/Comment synopsis

- What trends should decorators consider for custom T shirt designs?
- What markets can a garment decorator 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 in the current coronavirus climate and how can these be overcome?
- 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? Have you seen an increase in demand for product due to homeworking?
- 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

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

April

Editorial deadline: 19th February **Ad copy deadline:** 12th March
Special & Other Features: FESPA Review

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

Corporatewear

Opinion/Comment synopsis

- With homeworking on the increase during the last 12 months have you seen this affect corporatewear sales? Please explain your reasons
- Do office workers now favour styles similar to what they would wear in their personal life? Share your thoughts on this

Product contribution

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

2021 Editorial Calendar

May

Editorial deadline: 19th March **Ad copy deadline:** 16th April

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

** The P&P LIVE! Show Preview is subject to change dependant on final confirmation of show dates.*

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

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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Womenswear

Opinion/Comment synopsis

- What are women wearing right now?
- 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

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

June

Editorial deadline: 23rd April **Ad copy deadline:** 14th 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

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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.