

2010 EDITORIAL CALENDAR

JANUARY

CLOSING DATE: 11/3

MATERIAL DEADLINE: 11/11

Winter Shows Issue

- Cover Story: Tree Themes 2010
- Trees
- Ornaments
- Lighting/Outdoor Décor
- Ethnic Holiday Products
- Novelties
- Paper Place: Boxed Cards
- Commercial Christmas Décor: Trends
- Selling High-End Christmas: Tree Skirts
- **Special Advertising Section:**
Showroom Spotlights

MARCH

CLOSING DATE: 1/20

MATERIAL DEADLINE: 1/27

Commercial Christmas Décor Issue

- Cover Story: Store Design & Display
- Personalized Products
- Licensed Holiday Décor
- Hanukkah
- Paper Place: Giftbags
- Selling High-End Christmas: Tabletop

JUNE

CLOSING DATE: 4/14

MATERIAL DEADLINE: 4/21

Summer Shows Issue

- Cover Story: Designer Christmas
- Florals and Wreaths
- Collegiate Christmas
- Santas
- Paper Place: Photo Cards
- Commercial Christmas Décor: Profile
- Selling High-End Christmas: Candles
- **Special Advertising Section:**
Christmas Designer Stars

SEPTEMBER

CLOSING DATE: 7/8

MATERIAL DEADLINE: 7/15

Directory Issue

- 2011 SCD/CCD Directory
- SCD Retailer Survey
- Calendar of Events
- **Special Advertising Opportunity:**
Top 200 Christmas Buyers Mailing

PLUS:

Viewpoint: From the editor's desk

One-On-One: Merchant Q & A

Retailer Profile: Store story

SCD Retailer Roundtable:

Addressing industry issues

Trends: New products

Getting Festive: Celebrity interview

Insider: News of the industry

Shows: Upcoming events

CIRCULATION

Retailer Buyers

Garden Centers	5,000
Year-Round Christmas Stores	1,600
Home Accent/Décor Stores	1,400
Grocery Stores	1,400
Card/Gift Stores	1,200
Hardware Stores	1,200
Drugstores	1,000
Department Stores	500
Discount/Variety Stores	500
Florists	500
Craft Stores	300
Direct Marketing/Mail Order	200
Museums	200
Mass Marketers	200
Internet Retailers	100

Commercial Christmas Buyers

Retailers	500
Shopping Malls	500
Municipalities	500
Restaurants/Hotels	300
Major Attractions	200

Total 17,300



SHOW DISTRIBUTION

18,000 additional copies

- Atlanta International Gift & Home Furnishings Market ***
- California Gift Show **
- The Chicago Market: Living & Giving **
- Dallas International Gift & Home Accessories Market ***
- L.A. Mart Gift & Home Furnishings Market **
- International Halloween, Costume & Party Show
- National Stationery Show
- New York Gift Week **
- New York International Gift Fair **
- Las Vegas Gift Show

** Winter and Summer Shows

*** Winter, Spring & Summer Shows



“SCD has always been a great vehicle for us to communicate time-sensitive information about upcoming programs.”

John DeCosmo, President, ULTA-LIT TECHNOLOGIES, INC., Glenview, IL.