

RETAIL ENVIRONMENTS EDITORIAL CALENDAR

Our editorial covers all major segments of the industry, allowing Shop! members to place advertising with relevant editorial all year long.



	January/February	March/April	Winners Book
	Ad Closing: December 6 Material Deadline: December 11	Ad Closing: February 2 Material Deadline: February 12	Ad Closing: February 9 Material Deadline: February 16
Highlights	<ul style="list-style-type: none"> • Big Ideas • GlobalShop Preview • Store Fixture Design Trends 	<ul style="list-style-type: none"> • GlobalShop Show Issue • Lighting Trends • Product Focus: Exhibitor Preview 	<ul style="list-style-type: none"> • Shop! Design Awards Winners • Design Firm Guide
Bonus Distribution	GlobalShop March 27-29	GlobalShop March 27-29	Lightfair May 8-10
			Shop! Awards March 28
			GlobalShop March 27-29
			2018 Shop!talks
	OMA Awards Annual	May/June	July/August
	Ad Closing: April 3 Material Deadline: April 9	Ad Closing: April 12 Material Deadline: April 18	Ad Closing: June 8 Material Deadline: June 18
Highlights	<ul style="list-style-type: none"> • Shop! OMA Awards Winners • Shop! Global Awards Winners • Marketing at Retail Agency Guide 	<ul style="list-style-type: none"> • POP Displays • Product Focus: In-Store Technology 	<ul style="list-style-type: none"> • Installation and Merchandising Strategies • Product Focus: Signage & Graphics
Bonus Distribution	West Coast POP Show 2018 Shop!talks		IWF August 22-25
	September/October	Buyers' Guide	November/December
	Ad Closing: August 3 Material Deadline: August 13	Ad Closing: September 7 Material Deadline: September 17	Ad Closing: September 28 Material Deadline: October 8
Highlights	<ul style="list-style-type: none"> • Sustainability • Materials and Flooring Trends 	<ul style="list-style-type: none"> • Shop! Annual Membership Directory 	<ul style="list-style-type: none"> • Visual Merchandising Trends • Product Focus: Mannequins, Props, Décor
Bonus Distribution	West Coast POP Show 2018 Shop!talks	All Shop! Events	