

# 2012 EDITORIAL CALENDAR

	Hard Goods	Green Goods	Décor/Gifts	Products	Supplement/ Special section	Bonus Distribution	Close Date	Materials Due
January	Raised bed gardening, Water features	Annuals & Perennials, Roses	Gardener gifts	Organics	Spring Profit Centers	AmericasMart, Dallas International Gift & Home Accessories Market, TPIE, MidAm, Gulf States Horticultural Expo, CENTS, ANLA Management Clinic, New England Grows, Pro Green Expo	12/9/11	12/14/11
					Spring Plant Preview			
February	Fixtures & displays, Composting	Tropicals, Green roofs/walls	Patio furniture & décor, Lighting	Growing media & soil amendments	New Product Introductions		1/9/12	1/12/12
March	Technology-related products, Eco-friendly products	Trees/shrubs, Ornamental grasses	Garden ornaments, Windchimes	Control products	GCP&S		2/9/12	2/14/12
April	Bagged goods, DIY project products	Natives, succulents, drought-tolerant plants, seeds & bulbs	Pottery & containers, Kid-friendly products	Watering tools/ accessories	Earth-Friendly Gardening	National Hardware Show, California Grown Show, Nursery Mart	3/9/12	3/14/12
					Decorative Containers			
May	Signs & labels, Hobby greenhouses	Poinsettias/holiday plants, Container mixes	Birding & nature, Made in the U.S.A. items	Greenhouse structures	Edible Gardening	NAHSA	4/9/12	4/13/12
June	Lighting, Arbors/trellises/gazebos	Bonsai/topiaries, Food/produce	Women's giftware (jewelry, designer clothing, etc.), Fountains	Container gardening	Plant Branding	NLGS, International Floriculture Expo, GCA Retail Tour, OFA Short Course, AmericasMart, Dallas International Gift & Home Accessories Market	5/9/12	5/14/12
					Fall Profit Opportunities			
July/August	Fertilizers/growth products, Plant care products	Fall plants, Indoor foliage/flowering houseplants	Holiday décor, Animal-themed décor	Indoor growing supplies	GCP&S	PANTS, Nursery/Landscape Expo, Farwest, Arett Sales Expo	6/11/12	6/14/12
September/ October	Statuary, Signage	Vegetables, herb starts & seeds, Ferns	Miniature/Fairy gardening, Wall/indoor décor	Plant stakes/ supports	New Plant Introductions	Commerce Distributor Show, The Landscape Show, GIE+Expo	8/9/12	8/14/12
					America in Bloom			
November/ December	Pond supplies, Landscape supplies	Edible trees & shrubs, Aquatic plants	Gardener gear, Eco-friendly gifts	Tools, carts & equipment	GCP&S, State of the Industry	GCA Holiday Tour, MANTS, National Green Centre, Birdwatch America	10/9/12	10/15/12

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