

2010 Party & Paper Editorial Calendar

January

Halloween & Party Expo Issue

- 2010 Halloween Trends
- Costumes — Adult, Children, Pet
- Halloween Products
- Everyday Party
- Balloons

Bonus Distribution: Halloween & Party Expo

Editorial Material Due: Nov. 20, 2009

Ad Material Due: Nov. 30, 2009

February

Halloween Issue

- Halloween Party Products & Fall Holidays
- Adult Costumes
- Theme Parties
- Children's Toys & Novelties

Bonus Distribution: Toy Fair, Halloween, Costume & Party Show

Editorial Material Due: Dec. 18, 2009

Ad Material Due: Dec. 31, 2009

March

Costume Issue

- 2010 Costume Licensing List
- Children's Costumes & Apparel
- Costume Trends
- Bridal & Bachelorette

Bonus Distribution: ASD/AMD Gift Expo

Editorial Material Due: Jan. 15

Ad Material Due: Jan. 28

April

Birthday Issue

- Gifts & Favors
- Sexy Costumes
- Last-Minute Halloween Sales

Bonus Distribution: Las Vegas Halloween Show

Editorial Material Due: Feb. 19

Ad Material Due: Feb. 25

May

Everyday Party

- Bridal
- Invitations & Imprintables, Greeting Cards
- Baby
- National Stationery Show Preview

Bonus Distribution: National Stationery Show

Editorial Material Due: March 25

Ad Material Due: March 25

June

Theme Parties

- Winter Holidays
- Sports
- Holiday Wearables

Editorial Material Due: April 22

Ad Material Due: April 22

July

New Year's Issue

- Ethnic Celebrations
- Birthday Décor
- Gifts & Plush

Editorial Material Due: May 21

Ad Material Due: May 27

August

Annual Balloon Issue

- Decorations & Favors
- Theme Parties
- Humor & Novelties

Bonus Distribution: Balloon Camp, ASD/AMD Gift Expo

Editorial Material Due: June 24

Ad Material Due: June 24

September

Valentine's Day Issue

- Mardi Gras
- Balloons
- Bridal & Bachelorette
- Adult Costumes

Bonus Distribution: International Lingerie Show

Editorial Material Due: July 23

Ad Material Due: July 29

In Every Issue:

Party Line — Editor's Letter
Party Business Management
Trade Show Calendar & News
Industry News • Shop Talk
Balloon Recipe • The Store
Room • Product Picks

October

Birthday Issue

- Spring Holidays (*St. Patrick's Day, Easter ...*)
- Life's Occasions & Milestones (*anniversaries, retirement, congratulations ...*)
- Over the Hill

Editorial Material Due: Aug. 20

Ad Material Due: Aug. 26

November

Graduation

- Theme Parties
- Sports
- Children's Parties
- Mother's Day & Father's Day

Editorial Material Due: Sept. 24

Ad Material Due: Sept. 30

Sourcebook 2010 and Retail Planner

2010 Industry Survey Results

Ad Material Due: Sept. 10

*Mailed with the November issue

December

Trends Issue

- 2011 Party Product Licensing List
- Costumes & Wearables
- Humor & Party Novelties

Bonus Distribution: International Halloween Show

Editorial Material Due: Oct. 22

Ad Material Due: Oct. 28

Please send all editorial and product submissions to Abby Heugel at editor@partypaper.com.