

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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THE 2018 EDITORIAL SCHEDULE FOR CREATIVE

January.....	The 2018 Color Illustrated Guide to P.O.P., Exhibits & Promotion
• February	The Visual Directory of P.O.P., Exhibits & Promotion
March	P.O.P. Marketplace Preview (4-color)
• April	SHOP! Award Entries (4-color) Creative Casebook - Displays (4-color) Exhibit Trends (4-color) (Bonus Distribution at GlobalShop 2018 – McCormick Place (Chicago, IL)
May.....	Top 50 P.O.P. Companies
• June	SHOP! Award Winners - A Selection of Golds, Silvers and Bronzes (4-color) Inflatable Promotions, 2018 (4-color) Beverage Merchandising Update 2018 (4-color) Creative Casebook – Exhibits (4-color)
July	Environmentally Friendly Green P.O.P. (4-color)
• August	The Promotion Annual - The Best Campaigns of the Year in P.O.P., Exhibits and Sales Promotion (4-color) The P.O.P. Company of the Year (4-color) Illustrated Color Guide to Exhibits (4-color)
September.....	Corrugated Displays 2018 (4-color)
• October	Signs and Banners, 2018 (4-color) Creative Casebook – Health & Beauty Aids Displays (4-color) Exhibit Budget Guide (4-color) (Bonus Distribution at P2PX Path To Purchase Expo – Minneapolis Convention Center, Minneapolis, MN)
November.....	Stock Displays 2018 (4-color)
• December	Creative Casebook – Permanent Displays & Fixtures (4-color) Supermarket Displays (4-color) Modular Exhibits Update (4-color)

In addition to feature stories, each issue will carry our regular lineup of departments including: Promotion Audit (a survey of current display programs in retail stores); Marketing Trends (New directions in marketing campaigns); On Exhibit (focus on new trends in exhibits and conventions); Creative Data Bank (new research studies and reports to marketing people); Library of Ideas (catalogs and information); Creative World (new ideas and products of interest to the creative buyer); New Products Report (Consumer Product Introductions); Sales Promotion News (The Word of Sales Promotion); plus Headlines/News. Creative Online features the latest news about sales promotion, point-of-purchase advertising, p.o.p. displays and trade show exhibits