

EDITORIAL CALENDARS

*subject to change
**deadlines in red

SQE Professional

April 2017 ISSUE

February 25, 2017.

VDTA•SDTA Convention Review.

May 2017 ISSUE

March 20, 2017.

VDTA•SDTA Convention Review cont.; Mother's Day Projects; Spring Q.M. Showcase; Spotighting needles & thread; *Bonus Distribution: Spring Quilt Market*

June 2017 ISSUE

April 20, 2017.

Tracking new patterns; Embroidery; Summer community involvement

July 2017 ISSUE

May 20, 2017.

Fashion sewing; Notions showcase; VDTA•SDTA dealer guest authors

August 2017 ISSUE

June 20, 2017.

Back to school projects; How to prepare for Sewing Month; Education showcase (books, videos, patterns).

September 2017 ISSUE

July 20, 2017.

International Sewing Month; Youth sewing, Summer dealer meetings reviewed; Furniture & accessories showcase.

October 2017 ISSUE

August 20, 2017.

Halloween projects; Fall Quilt Market Showcase. *Bonus Distribution: Fall Quilt Market*

November 2017 ISSUE

September 20, 2017.

Educator Yearbook 2017; Happy Holiday ads, Holiday decoration ideas; Projects for Christmas; Winter sales ideas; Holiday gifts Showcase.

December 2017 ISSUE

October 20, 2017.

Christmas Issue; 2018 VDTA•SDTA Convention preview.

January 2018 ISSUE

November 20, 2017.

New Years business resolutions and goals; 2018 VDTA•SDTA Convention preview.

February 2018 ISSUE

December 15, 2017.

2018 VDTA•SDTA Convention preview.

March 2018 ISSUE

January 20, 2018.

VDTA•SDTA Convention Showcase. *Bonus Distribution: VDTA•SDTA Trade Show & Convention*

2018 Showguide

January TBA, 2018

FloorCare/Central Vac Professional

April 2017 ISSUE

February 25, 2017.

VDTA•SDTA Convention Review.

May 2017 ISSUE

March 20, 2017.

VDTA•SDTA Convention Review cont. featuring exhibitor reviews, dealer photos, etc.; Hardware Show Showcase; *Bonus Distribution: Hardware Show*

June 2017 ISSUE

April 20, 2017.

Selling at fairs & festivals; How to profit at home show sales; housewares new product showcase

July 2017 ISSUE

May 20, 2017.

Basics of selling central vacs; Pet product showcase; VDTA•SDTA dealer guest authors

August 2017 ISSUE

June 20, 2017.

Past VDTA/Epstein Scholarship winner updates; Green cleaning features and products.

September 2017 ISSUE

July 20, 2017.

How to promote fall cleaning products to customers; Impulse buys showcase.

October 2017 ISSUE

August 20, 2017.

Holiday gift giving ideas; Vacuum cleaner showcase.

November 2017 ISSUE

September 20, 2017.

Happy Holiday ads, Holiday decorating ideas; Selling commercial floorcare products & janitorial supplies; Winter sales ideas; Holiday gifts showcase.

December 2017 ISSUE

October 20, 2017.

Christmas Issue; 2018 VDTA•SDTA Convention preview.

January 2018 ISSUE

November 20, 2017.

New Years business resolutions and goals; 2018 VDTA•SDTA Convention preview.

February 2018 ISSUE

December 15, 2017.

2018 VDTA•SDTA Convention preview.

March 2018 ISSUE

January 20, 2018.

VDTA Convention Showcase; Spring Cleaning Month; *Bonus Distribution: VDTA•SDTA Trade Show & Convention*

2018 Showguide

January TBA, 2018