

# 2017 Wearables Editorial Calendar

ISSUE	MAIN FEATURE	SCREEN-PRINTING SUCCESS	WEARABLE TECHNOLOGY	EMBROIDERY SOLUTIONS	PRODUCT SHOWCASE	RESERVATION DEADLINE	MATERIAL DEADLINE	MAIL DATE
<b>JANUARY</b> Bonus Distribution at ASI Orlando	The Good Habits Issue	Streamline Your Print Workflow	Today's Top Wearable Devices	How to Stitch Jacket Books	Wovens	11/29/16	12/6/16	12/27/16
<b>FEBRUARY</b> Bonus Distribution at ASI Dallas	Apparel Design Awards	The Best Inks for Every Application	How Sports Teams Use Wearable Tech	Embroidery Training Centers	Athletic/Team Wear	12/23/16	1/3/17	1/24/17
<b>MARCH</b>	Spring Fashion Trends	Faster Art Production	CES 2017 Coverage	The Machine Guide	Golf Apparel	1/27/17	2/3/17	2/28/17
<b>APRIL/MAY</b>	Risky Business: What Hurts & Helps Your Firm	Half-Tone Printing on Garments	Wearable Devices That Save Lives	Master Font Selection	Stripes & Patterns	2/27/17	3/3/17	3/28/17
<b>JUNE</b>	The Social Media Issue	Screen-Printing Collectives	Smart Jewelry & Accessories	Thread Update	Beach Gear	4/28/17	5/5/17	5/30/17
<b>JULY</b> (Double Issue) Bonus Distribution at ASI Chicago	SourceBook	Exact Color Matching	Wearable Devices That Beat the Heat	Move Up to a Multi-Head	T-Shirts	5/30/17	6/6/17	6/27/17
<b>AUGUST</b> <i>Advertising Effectiveness Study</i>	T-Shirt Decoration Challenge for Charity	Reorganize Your Screen Room	The Fitness Tech Revolution	The Digitizer's Success Guide	Headwear	6/26/17	7/3/17	7/25/17
<b>SEPTEMBER</b> Bonus Distribution at NNEP, Embroidery Mart, SGIA Expo	The Fashion Issue	On-Demand Printing	Organic & Printed E-Tech	Insider Appliqué Techniques	Neckwear & Scarves	7/28/17	8/4/17	8/29/17
<b>OCTOBER</b>	International Textile & Apparel Industry	Printing on Performance Wear	How Wearable Tech at Work Improves Performance	The Software Guide	Hot Colors	8/28/17	9/5/17	9/26/17
<b>NOVEMBER/DECEMBER</b>	State of the Decorated-Apparel Industry	Screen-Making Techniques	What Tracking Methods You Should Care About	Can This Shop Be Saved?	Winter Apparel & Accessories	9/26/17	10/3/17	10/24/17