

Editorial Calendar 2018

JANUARY

Garments & Brandable Products
What's New*
 Equipment & Events
Supplier Focus*

Editorial Copy Deadline: 01/12/17

FEBRUARY

Garments & Brandable Products
Polo Shirts | Summer Sportswear
 Equipment & Events
Screen Printing Presses

Editorial Copy Deadline: 19/12/17

MARCH

Garments & Brandable Products
Schoolwear | Summer Corporate & Workwear
 Equipment & Events
Digital Printing (All applications) | P&P Review

Editorial Copy Deadline: 12/01/18

APRIL

Garments & Brandable Products
T-Shirts | Lightweight Coats, Jackets & Gilets
 Equipment & Events
Embroidery Machinery

Editorial Copy Deadline: 09/02/18

MAY

Garments & Brandable Products
Ladieswear | Charity & Eventwear
 Equipment & Events
Dryers, Calendars, Heat Presses & Curing Systems

Editorial Copy Deadline: 09/03/18

JUNE

Garments & Brandable Products
Headwear | Collegewear
 Equipment & Events
Print & Embroidery Consumables | Fespa Review

Editorial Copy Deadline: 13/04/18

JULY

Garments & Brandable Products
Sports & Teamwear | Health & Beautywear
 Equipment & Events
Wide-Format Digital Printing

Editorial Copy Deadline: 11/05/18

AUGUST

Garments & Brandable Products
Workwear | Fashion & Streetwear |
Mid-Year What's New*
 Equipment & Events
Software Solutions | Supplier Focus*
Editorial Copy Deadline: 15/06/18

SEPTEMBER

Garments & Brandable Products
Winter Coats, Jackets & Gilets | Schoolwear
 Equipment & Events
DTG Printing

Editorial Copy Deadline: 13/07/18

OCTOBER

Garments & Brandable Products
Sweats & Knits | Wearable Accessories | Hi-Vis
 Equipment & Events
Desktop Transfer/Vinyl Printing

Editorial Copy Deadline: 17/08/18

NOVEMBER

Garments & Brandable Products
Business & Hospitalitywear | Bespoke | Ecowear
 Equipment & Events
Embroidery Equipment | Printing Inks

Editorial Copy Deadline: 14/09/18

DECEMBER

Garments & Brandable Products
Gym & Fitnesswear | Bags & Promo Products
 Equipment & Events
Pre-Press and Bagging & Folding Equipment

Editorial Copy Deadline: 12/10/18

* Showcase editorial limited to advertisers only

- Priority is given to new/newsworthy products and developments, and original, previously unpublished contributions
- Contributions are invited on the express understanding that the editorial team has the right to alter or abridge such material however it sees fit
- Please submit text as separate MS Word or plain text files, and imagery as separate hi-res (300 dpi) files, at a suitable size for magazine reproduction

- The Editorial Copy Deadline is the latest date for submitting content for the respective issue – submissions received after this date risk exclusion
- Submitting editorial contributions by the Editorial Copy Deadline does not guarantee publication
- 360 Communications Ltd retains the copyright and ownership of all editorial content published in **images** magazine and reproduction is strictly forbidden without prior agreement in writing from the publisher

Deadlines & Landing Dates 2018

ISSUE	AD BOOKINGS	AD COPY	DIGITAL COPY	INSERTS DUE	LANDING (W/C)
JANUARY	01/12/17	04/12/17	28/12/17	18/12/17	08/01/18
FEBRUARY	02/01/17	08/01/18	22/01/18	22/01/18	05/02/18
MARCH	29/01/18	05/02/18	19/02/18	19/02/18	26/02/18
APRIL	05/03/18	12/03/18	26/03/18	26/03/18	02/04/18
MAY	02/04/18	09/04/18	23/04/18	23/04/18	30/04/18
JUNE	07/05/18	14/05/18	21/05/18	21/05/18	28/05/18
JULY	04/06/18	11/06/18	25/06/18	25/06/18	02/07/18
AUGUST	02/07/18	09/07/18	23/07/18	23/07/18	30/08/18
SEPTEMBER	06/08/18	13/08/17	24/08/18	24/08/18	03/09/18
OCTOBER	03/09/18	10/09/18	24/09/18	24/09/18	01/10/18
NOVEMBER	01/10/18	08/10/18	22/10/18	22/10/18	29/10/18
DECEMBER	05/11/18	12/11/18	26/11/18	26/11/18	03/12/18

Ad Copy: Technical Specifications

PRINT

- Press Quality PDF Files only
- High resolution images: (300 dpi)
- CMYK images only (no RGB or LAB)
- Avoid using JPEG images
- Avoid scaling images and never scale below 50% or above 110%
- Embed all fonts, do not allow font substitutions and no True Type fonts
- Layered files are unlikely to render correctly in the Digital Edition - flattening files is recommended*
- If bleed is required, allow 3mm beyond the trim area
- Use only trim and bleed marks
- Supply Double Page Spreads as separate A4 files
- Keep all text and important elements in the (safe) Type Area and allow 5mm for the hinge on the inside of pages

* We can supply our printers' recommended PDF export settings, and page layout colour profiles/file flattening settings.

DIGITAL

- RGB JPEG file at exact dimensions for banner location (50kb or less)
- Destination URL for click-through links