

Baby Shop 2010 Editorial Calendar

Below is a sampling of the articles that will be included in the next two issues of Baby Shop. Topics are subject to change.

★ Pictorial Feature:

Spring/Summer 2010 issue

Submission Deadline: February 15, 2010

Feature

- Strollers

Supplements

- *Maternity Apparel:* Maternity Tees
- *Children's Wear:* Shoes
- *Toys:* Bikes, Scooters, and Riding Toys

Fall/Winter 2010 issue

Submission Deadline: July 15, 2010

Feature

- Diaper Bags

Supplements

- *Maternity Apparel:* Maternity Jeans
- *Children's Wear:* Sleepwear
- *Toys:* Plush Toys

TO PARTICIPATE — If you would like to submit a photograph for one of the pictorial features, please mail your entries, along with a one-line description and contact information, to Erin Wolfe at the address below or e-mail her at erin@spindlepub.com. Photographs are preferred on disk as a tiff or eps. Photographs must be relevant to the categories mentioned above.

★ What Goes into Making a Good...

Spring/Summer 2010 issue

- Mattresses
- Walkers
- Car Seats

Fall/Winter 2010 issue

- Cribs
- Changing Tables
- Swings

TO PARTICIPATE — To ensure the non-biased presentation of the products we highlight, this section is reviewed by companies who also manufacture the products being featured. If you offer any of the products listed above, we will be happy to send you a copy of this article for feedback prior to publication. (Of course, we will give you credit at the end of the article.)

★ In The Industry:

These articles include topics that focus specifically on areas of concern to the juvenile products industry.

★ Marketing & Management:

Various topics regarding the operation of an independent business. These articles range from marketing, merchandising and sales to employee training, inventory management, and finances.

TO PARTICIPATE — We welcome your article suggestions. If you have an idea for an article that addresses the concerns of the independent retailers in our industry, please email your suggestion to megan@spindlepub.com. **Product press releases are not acceptable.**

★ Small Time Marketing Ideas with Big Time Impact:

Tips and advice on marketing from industry retailers, manufacturers, sales representatives, and other marketing and sales professionals.

TO PARTICIPATE — If you have a great marketing or merchandising idea to share with retailers, we'd love to know about it. Send it to megan@spindlepub.com.

★ Resource Listings

These listings may include: Helpful Organizations, Websites, Trade Show Area Directory, and more.

If you'd like more information, please contact Megan Trezza at the address below.