



2018 Catalog Planner

Please note that this is a proposed plan and all details are subject to change.

	Catalog	Orders Due	Mailing List Due	Imprint Changes Due	Postage Due	Bulk in Store WEEK BEGINS	Product in Store	E-Catalog Arrival (Approx)	In Home WEEK BEGINS Mondays	Coupon Dates (proposed)	Catalog Size (estimated)	Catalog Weight (estimate)	Cost	Options	Notes
1st QTR	WINTER MERCH KIT	15-Sep-17				23-Oct-17							Basic \$50 Basic + \$75		Includes: Christmas, January SALE, February LOVE THEME, plus BOOKS, BIBLES, KIDS, ENTERTAINMENT
	New Year New You Flyer (JANUARY)	17-Nov-17	17-Nov-17	17-Nov-17	13-Dec-17	19-Dec-17	19-Dec-17	2-Jan-18	2-Jan-18	#1: 1/2 - 1/14/18 #2: 1/15 - 1/28/18	6 x 10 Trifold or small catalog	TBD	9 cents		New year, new you; finances; fitness
	Winter Sale (FEBRUARY)	8-Dec-17	15-Dec-17	15-Dec-17	9-Jan-18	15-Jan-18	15-Jan-18	29-Jan-18	29-Jan-18	#1: 1/29 - 2/11/18 #2: 2/12 - 2/25/18	6 x 10 32 Pgs	1.5 oz	9 cents	Also available: 4 pg 1st Communion insert	Relationships; purity; black history
2nd QTR	SPRING/SUMMER MERCH KIT	12-Jan-18				19-Feb-18							Basic \$50 Basic + \$75		Includes: MAR , APR, MAY, JUN, JUL (Summer Reading) plus BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Easter Sale Catalog (MARCH)	5-Jan-18	12-Jan-18	12-Jan-18	6-Feb-18	12-Feb-18	12-Feb-18	26-Feb-18	26-Feb-18	#1: 2/26 - 3/18/18 #2: 3/19 - 4/1/18	6 x 10 44 pgs	1.9 oz	9 cents	Also available: 4 pg 1st Communion insert Option: Conservative version	Easter, New Releases, Bible Sales EVENT: Kids' Day - March 24th or your choice of date FREE Kids' Day Package
	Spring Sale Catalog (APRIL/MAY)	9-Feb-18	16-Feb-18	16-Feb-18	13-Mar-18	19-Mar-18	19-Mar-18	2-Apr-18	2-Apr-18	#1: 4/2 - 4/22/18 #2: 4/23 - 5/13/18	6 x 10 52 pgs	2.2 oz	9 cents	Option: Conservative version	Required Catalog for Membership Moms, Dads and Grads
	Summer Sale Catalog (MAY/JUNE)	23-Mar-18	30-Mar-18	30-Mar-18	24-Apr-18	30-Apr-18	30-Apr-18	14-May-18	14-May-18	#1: 5/14 - 6/17/18 #2: 6/18 - 7/1/18	6 x 10 32 pgs	1.5 oz	9 cents		Summer Reading, Father's Day, plus new releases, Bibles, etc. FREE Summer Reading Package
3rd QTR	Back to School/ FALL MERCH KIT	15-Jun-18				25-Jun-18							Basic \$50 Basic + \$75		Includes: AUG, SEP, OCT plus BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Back to Basics Catalog (JULY)	11-May-18	18-May-18	18-May-18	12-Jun-18	18-Jun-18	18-Jun-18	2-Jul-18	2-Jul-18	#1: 7/2 - 7/14/18 #2: 7/16 - 7/28/18	6 x 10 Trifold	0.3 oz	9 cents		
	End of Summer Sale Catalog (AUGUST)	8-Jun-18	15-Jun-18	15-Jun-18	10-Jul-18	16-Jul-18	16-Jul-18	30-Jul-18	30-Jul-18	#1: 7/30 - 8/18/18 #2: 8/20 - 9/1/18	6 x 10 24 Pgs	1.2 oz	9 cents		Youth Emphasis, Gifts, Music, Books and Bibles
	Fall Sale Catalog (SEPTEMBER)	13-Jul-18	20-Jul-18	20-Jul-18	14-Aug-18	20-Aug-18	20-Aug-18	3-Sep-18	3-Sep-18	#1: 9/3 - 9/15/18 #2: 9/17 - 9/29/18	6 x 10 44 pgs	1.9 oz	9 cents	Option: Conservative version	New Releases, Books, DVD's, Bibles, Music, and Big Sales Grandparent's Day
	Big Sale Catalog (OCTOBER)	10-Aug-18	17-Aug-18	17-Aug-18	11-Sep-18	17-Sep-18	17-Sep-18	1-Oct-18	1-Oct-18	#1: 10/1 - 10/13/18 #2: 10/15 - 10/27/18	6 x 10 44 pgs	1.9 oz	9 cents		Biggest Sale of the Year Pastor Appreciation Breast Cancer Awareness Month Gospel Music Month
4th QTR	WINTER MERCH KIT	14-Sep-18				22-Oct-18									Includes: NOV, DEC, JAN, FEB plus BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Christmas Sale Event (NOVEMBER)	7-Sep-18	14-Sep-18	14-Sep-18	9-Oct-18	15-Oct-18	15-Oct-18	29-Oct-18	29-Oct-18	#1: 10/29 - 11/10/18 #2: 11/12 - 11/24/18 OR #1: 10/29 - 11/24/18 #2: 11/26 - 12/24/18	6 x 10 52 pgs	2.2 oz	9 cents	Also available: - Conservative version - Choice of end date - Twelve Days Insert - 2 Day Sale Flyer Insert	Required Catalog for membership 2 Day Sale Flyer Insert Twelve Days of Christmas Insert
	2DAY FLYER	7-Sep-18	14-Sep-18	14-Sep-18	9-Oct-18	15-Oct-18	15-Oct-18	5-Nov-18	5-Nov-18	11/23/18 - 11/24/18 OR YOUR CHOICE	6 x 10 Trifold	.3 oz	2 cents	Options: Stand alone piece OR as an insert in NOV	Two day door buster sale - You pick the days!
	Countdown to Christmas (December)	5-Oct-18	12-Oct-18	12-Oct-18	6-Nov-18	12-Nov-18	12-Nov-18	26-Nov-18	26-Nov-18	#1: 11/26 - 12/15/18 #2: 12/17 - 12/29/18	6 x 10 52 pgs	2.2 oz	9 cents	Also available: Twelve Days Sale Insert	Last chance before Christmas!