



2019 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 3 Coupon format (proposed)	Coupon Dates 2 Coupon format (proposed)	Catalog Size (estimated)	Catalog Weight (estimate)	Cost	Options	Notes
1st QTR	WINTER MERCH KIT	14-Sep-18				22-Oct-18								Basic \$50 Basic + \$75		Includes: Christmas, January SALE, February LOVE THEME, BOOKS, BIBLES, KIDS, ENTERTAINMENT
	New Year New You Sale Catalog (Jan/Feb)	9-Nov-18	16-Nov-18	16-Nov-18	11-Dec-18	17-Dec-18	17-Dec-18	31-Dec-18	31-Dec-18	#1 12/31/18 - 1/19/19 #2 1/21/19 - 2/2/19 #3 2/4/19 - 2/16/19	#1 12/31/18 - 1/12/19 #2 1/14/19 - 1/26/19	6 x 10 36 pgs	TBD	9 cents		New year, new you; finances; fitness; relationships; Bible studies
	Winter Flyer (Feb)	7-Dec-18	14-Dec-18	14-Dec-18	8-Jan-19	14-Jan-19	14-Jan-19	28-Jan-19	28-Jan-19	#1 1/28/19 - 2/16/19 #2 2/18/19 - 3/2/19		6 x 10 8 pg Gatefold	.5 oz	6 Cents	Also available: 4 pg 1st Communion insert	New year, new you; finances; fitness; relationships; Bible studies; Valentines
	Winter Sale Catalog (Feb/Mar)	28-Dec-18	4-Jan-19	4-Jan-19	29-Jan-19	4-Feb-19	4-Feb-19	18-Feb-19	18-Feb-19	#1 2/18/19 - 3/2/19 #2 3/4/19 - 3/16/19 #3 3/18/19 - 3/30/19	#1 3/4/19 - 3/16/19 #2 3/18/19 - 3/30/19	6 x 10 40 pgs	TBD	9 cents	Also available: 4 pg 1st Communion insert	Lent, new releases; Easter
2nd QTR	SPRING/SUMMER MERCH KIT	TBD				18-Feb-19								Basic \$50 Basic + \$75		Includes: MAR, APR, MAY, JUN, JUL BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Spring Sale Catalog (April/May)	8-Feb-19	15-Feb-19	15-Feb-19	12-Mar-19	18-Mar-19	18-Mar-19	1-Apr-19	1-Apr-19	#1 4/1/19 - 4/20/19 #2 4/22/19 - 5/4/19 #3 5/6/19 - 5/18/19	#1 4/1/19 - 4/13/19 #2 4/15/19 - 4/27/19	6 x 10 48 pgs	TBD	9 cents	Also available: Option: Conservative version	Required Catalog for Membership Easter, New Releases, Bible Sales, Moms, Grads
	Spring Flyer (MAY)	8-Mar-19	15-Mar-19	15-Mar-19	9-Apr-19	15-Apr-19	15-Apr-19	29-Apr-19	29-Apr-19	#1 4/29/19 - 5/18/19 #2 5/20/19 - 6/1/19		6 x 10 8 pg Gatefold	.5 oz	6 Cents		Moms and Grads
	Summer Sale Catalog (MAY/JUNE)	29-Mar-19	5-Apr-19	5-Apr-19	30-Apr-19	6-May-19	6-May-19	20-May-19	20-May-19	#1 5/20/19 - 6/1/19 #2 6/3/19 - 6/15/19 #3 6/17/19 - 6/29/19	#1 6/3/19 - 6/15/19 #2 6/17/19 - 6/29/19	6 x 10 36 pgs	TBD	9 cents		Grads, Father's Day, plus new releases, Bibles, etc.
3rd QTR	Back to School/ FALL MERCH KIT	TBD				22-Jul-19								Basic \$50 Basic + \$75		Includes: AUG, SEP, OCT BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Back to Basics Catalog (July/Aug)	10-May-19	17-May-19	17-May-19	11-Jun-19	17-Jun-19	17-Jun-19	1-Jul-19	1-Jul-19	#1 7/1/19 - 7/20/19 #2 7/22/19 - 8/3/19 #3 8/5/19 - 8/17/19	#1 7/1/19 - 7/13/19 #2 7/15/19 - 7/27/19	6 x 10 36 Pgs	TBD	9 cents		Bible studies, Back to School, Bibles
	Back to Basics Flyer (Aug)	7-Jun-19	14-Jun-19	14-Jun-19	9-Jul-19	15-Jul-19	15-Jul-19	29-Jul-19	29-Jul-19	#1 7/29/19 - 8/17/19 #2 8/19/19 - 8/31/19		6 x 10 8 pg Gatefold	.5 oz	6 Cents		Youth Emphasis, Gifts, Music, Books, Bibles, Bible studies
	Fall Sale Catalog (Aug/Sept)	21-Jun-19	28-Jun-19	28-Jun-19	23-Jul-19	29-Jul-19	29-Jul-19	12-Aug-19	12-Aug-19	#1 8/19/19 - 8/31/19 #2 9/2/19 - 9/14/19 #3 9/16/19 - 9/28/19	#1 9/2/19 - 9/14/19 #2 9/16/19 - 9/28/19	6 x 10 44 pgs	TBD	9 cents	Option: Conservative version	New Releases, Books, DVD's, Bibles, Music, and Grandparent's Day
4th QTR	WINTER MERCH KIT	TBD				21-Oct-19										Includes: NOV, DEC, JAN, FEB BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Christmas Flyer (Oct)	9-Aug-19	16-Aug-19	16-Aug-19	10-Sep-19	16-Sep-19	16-Sep-19	30-Sep-19	30-Sep-19	#1 9/30/19 - 10/19/19 #2 10/21/19 - 11/2/19		6 x 10 8 pg Gatefold	.5 oz	6 Cents		Christmas Flyer
	Christmas Sale Catalog (Nov/Dec)	13-Sep-19	20-Sep-19	20-Sep-19	15-Oct-19	21-Oct-19	21-Oct-19	4-Nov-19	4-Nov-19	#1 11/4/19 - 11/16/19 #2 11/18/19 - 11/30/19 2 DAY Sale Coupon??		6 x 10 52 pgs	TBD	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
	2 DAY Flyer	13-Sep-19	20-Sep-19	20-Sep-19	22-Oct-19	21-Oct-19	21-Oct-19	11-Nov-19	11-Nov-19	11/29/19 - 11/30/19 OR YOUR CHOICE		6 x 10 Trifold	.3 oz	6 cents	Options: Stand alone piece OR as an insert in NOV	Two day door buster sale - You pick the days!
	Countdown to Christmas Catalog (December)	11-Oct-19	18-Oct-19	18-Oct-19	12-Nov-19	18-Nov-19	18-Nov-19	2-Dec-19	2-Dec-19	#1 12/2/19 - 12/14/19 #2 12/16/19 - 12/28/19		6 x 10 44 pgs	TBD	9 cents	Also available: Twelve Days Sale Insert (12/9-12/14 & 12/16-12/21)	Last chance before Christmas!