

# 2018 Planning and Deadline Information

The 2018 editorial calendar will help you to align your media planning with the **INSTORE** editorial schedule.



**FEATURE STORY**  
**The Ultimate One-Year Calendar**  
 Plan your 2018 with this year-long resource.

**SPOTLIGHT PRODUCT**  
 Yellow Gold Jewelry

**TRADE SHOW DISTRIBUTION**  
 JIS Miami, Centurion Scottsdale

**DEADLINES**  
 Publicity: 11/8/17  
 Sales: 11/21/17  
 Artwork: 11/28/17



**FEATURE STORY**  
**Best Bosses**  
 What makes a great leader? We ask experts, and jewelry store employees.

**SPOTLIGHT PRODUCT**  
 Colored Stone Jewelry

**TRADE SHOW DISTRIBUTION**  
 AGTA GemFair, JCK Tucson, Atlanta Jewelry Show

**DEADLINES**  
 Publicity: 12/6/17  
 Sales: 12/19/17  
 Artwork: 12/27/17



**FEATURE STORY**  
**25 Experiments to Try in 2018**  
 You won't know what works unless you try new things.

**SPOTLIGHT PRODUCT**  
 Fashion Jewelry

**TRADE SHOW DISTRIBUTION**  
 JA NY, MUSA Expo, BaselWorld

**DEADLINES**  
 Publicity: 1/10/18  
 Sales: 1/23/18  
 Artwork: 1/30/18



**FEATURE STORY**  
**Closing the Net**  
 How to survive (and even thrive) in a world where everyone sells everywhere.

**SPOTLIGHT PRODUCT**  
 Silver Jewelry

**TRADE SHOW DISTRIBUTION**  
 JIS Miami

**DEADLINES**  
 Publicity: 2/7/18  
 Sales: 2/20/18  
 Artwork: 2/27/18



**FEATURE STORY**  
**Joy! What It's Worth**  
 The business benefits of having a happy staff.

**SPOTLIGHT PRODUCT**  
 Earrings

**TRADE SHOW DISTRIBUTION**  
 JCK Las Vegas, Couture

**DEADLINES**  
 Publicity: 3/6/18  
 Sales: 3/20/18  
 Artwork: 3/27/18



**FEATURE STORY**  
**Top Trends of the Year**  
 Just in time for Vegas, our annual trend report.

**SPOTLIGHT PRODUCT**  
 2018's Hottest Trends

**TRADE SHOW DISTRIBUTION**  
 JCK Las Vegas, Couture

**DEADLINES**  
 Publicity: 4/10/18  
 Sales: 4/18/18  
 Artwork: 4/24/18



**FEATURE STORY**  
**Small Markets, Big Reach**  
 How to draw customers in even the smallest markets.

**SPOTLIGHT PRODUCT**  
 Necklaces

**TRADE SHOW DISTRIBUTION**  
 JA NY

**DEADLINES**  
 Publicity: 5/8/18  
 Sales: 5/22/18  
 Artwork: 5/29/18



**FEATURE STORY**  
**America's Coolest Stores for 2018**  
 The country's most innovative jewelers compete to be "America's Coolest".

**SPOTLIGHT PRODUCT**  
 Pearls

**TRADE SHOW DISTRIBUTION**  
 Atlanta Jewelry Show

**DEADLINES**  
 Publicity: 6/12/18  
 Sales: 6/19/18  
 Artwork: 6/26/18



**THEME ISSUE!**  
**The Bridal Issue**  
 A full edition of tips and product ideas for selling more bridal jewelry.

**SPOTLIGHT PRODUCT**  
 Bridal Jewelry

**DEADLINES**  
 Publicity: 7/10/18  
 Sales: 7/24/18  
 Artwork: 7/31/18



**FEATURE STORY**  
**4 Weeks to Peak Holiday Performance**  
 Your guide to getting ready for the holiday season.

**SPOTLIGHT PRODUCT**  
 Bracelets

**TRADE SHOW DISTRIBUTION**  
 Centurion South Beach, JIS Miami

**DEADLINES**  
 Publicity: 8/7/18  
 Sales: 8/22/18  
 Artwork: 8/29/18



**FEATURE STORY**  
**INSTORE's Big Survey**  
 The results are in from the jewelry industry's most comprehensive poll.

**SPOTLIGHT PRODUCT**  
 Rings

**TRADE SHOW DISTRIBUTION**  
 JA Special Delivery

**DEADLINES**  
 Publicity: 9/11/18  
 Sales: 9/18/18  
 Artwork: 9/25/18



**FEATURE STORY**  
**Holiday True Tales**  
 Employee meltdowns, insane customers, heartwarming moments and sales that saved the season.

**SPOTLIGHT PRODUCT**  
 Men's Jewelry

**DEADLINES**  
 Publicity: 10/9/18  
 Sales: 10/23/18  
 Artwork: 10/30/18

