

January Issue

CLOSING DATE: 11/4 • MATERIAL DEADLINE: 11/11

- **COVER STORY:** Merry Merchandising: A report on how merchandising, product selection and marketing differ in the holiday market for big box retailers, year-round Christmas stores and online merchants.
- **Holiday Designers:** The best and brightest who are creating the newest seasonal styles shaping the marketplace.
- **2012 SCD/CCD SUPPLIER & PRODUCTS DIRECTORY**

TREND REPORTS ON...

Trees • Ornaments • Lighting/Outdoor Décor • Tree Themes • Textiles (Pillows, Tree Skirts, Stockings) • Ethnic • Santas • Paper Place: Christmas Cards, Gift Bags/ Wrap • Commercial Christmas Décor: Trends • Merchandising Story • Personalized Products • Licensed Holiday Décor • Selling High-End Christmas: Tabletop, Candles • Merry in the USA: American-based companies • Fair Trade Focus

PLUS...

- **Viewpoint:** From the editor's desk
- **One-On-One:** Merchant Q & A
- **Retailer Profile:** Store story
- **SCD Retailer Roundtable:** Addressing industry issues
- **Getting Festive:** Celebrity interview
- **Buyer Profile:** Interview with a seasonal buyer
- **Calendar:** Upcoming market dates and information



SUMMER SUPPLEMENT

- **Cover Story:** The New Christmas Categories – Findings on what fresh product sectors are the strongest sellers for holiday merchants.
- **Ornament Overload:** A look at the tree trimmers, running the gamut from personalized to licensed, that are driving holiday sales.
- **Commercial Christmas Project Profile**

CIRCULATION

SCD's circulation targets the hard-to-identify seasonal buyers across a multi-faceted retail landscape.

Retailer Buyers

Garden Centers	4,200
Gifts Stores/Card Stores	1,500
Grocery Stores	1,500
Drugstores.....	1,400
Home Accent/Décor Stores.....	1,400
Hardware Stores.....	1,200
Year-Round Christmas Stores.....	1,200
Craft Stores	500
Department Stores	500
Discount/Variety Stores	500
Florists.....	500
Direct Marketing/Mail Order	200
Internet Retailers	200
Museums.....	200
Mass Marketers.....	200

Commercial Christmas Buyers

Shopping Malls.....	500
Retailers.....	300
Restaurants/Hotels.....	300
Major Attractions.....	200
TOTAL.....	16,500



SHOW DISTRIBUTION

15,000 ADDITIONAL COPIES

- Atlanta International Gift & Home Furnishings Market***
- California Gift Show**
- The Chicago Market: Living & Giving**
- Dallas International Gift & Home Accessories Market***
- L.A. Mart Gift & Home Furnishings Market**
- International Halloween, Costume & Party Show
- National Stationery Show
- New York Gift Week**
- New York International Gift Fair**
- Las Vegas Gift Show**

** Winter and Summer Shows

*** Winter, Spring & Summer Shows

"I HAVE enjoyed reading SCD FOR YEARS, BECAUSE IT GIVES US a feel for WHAT IS GOING ON IN THE industry. SEEING THE NEW products THAT ARE FEATURED IN SCD, YOU CAN often find NEW LINES TO PICK UP. BEING IN SUCH A focused market, IT'S NICE TO HAVE A source LIKE SCD AS A COMMON BOND TO unite US ALL IN THE INDUSTRY. I ALSO LIKE TO SEE WHAT OTHER retailers ARE DOING BECAUSE IT HELPS TO KEEP OUR thoughts fresh."

BOB FRANK, OWNER, ROBERT'S CHRISTMAS WONDERLAND, CLEARWATER, FL