

	January	February	March	April	May	June	July	August	September	October	2009 IWCE Program	November	SPECIAL EDITION:	December	
Theme:	ANNUAL Buyers' Guide & RESOURCE DIRECTORY	Innovation: New Products, Materials, and Design	Touch Inspiration: Fabrics, Window Fashions, Interiors & Products at IWCE	Global Design: Social & Eco-Awareness	Best of the Best	Special Destination: West Coast design	The Business of Design	The Influence of Color	Makeover Transformations: Before & Afters	Behind the Scenes: The Total Room	(mails with October issue)	Posh Living: Luxe style, designs, products	FACES TO WATCH: (mails with November issue)	Trade Secrets	Theme:
Editorial Focus to coordinate with your advertising	2008 GMI Trend Teaser	Technology: Fabrics, materials, and sampling; Home Automation (smart-house features, including motorized window fashions, lighting, etc.)	Fabric: New Collections; Coordinating Trims and Bedding; Inspiring fabrics, materials, processes. Fabric in the Workroom.	Philanthropy & Design; Green Speak: Defining the Green Lifestyle in the Design Industry	Top Designers, Top Workrooms, Top Products, Top Companies	Wallcoverings: primer, Sales: how to sell, Style Guide; Coordinating Paint, Furnishings, Fabrics, Trims	The Business of Design: Design Economy; Designers, Workrooms, Installers, Fabricators, Dealers, Retailers; New Specialties & Products.	Soft treatments (Fabric, Hardware, Trimmings) Wallcoverings, Interiors, Paint, Furnishings.	B&A: Product Enhancements; Company Transformations; Home Renovations. Workroom, Designer, and Installer Combined.	Soft Interiors: Trimmings, draperies, upholstery, bedding and accessories (home & gift mkt.)	International Window Coverings EXPO PREVIEW: New Products, Show Floor Events, Seminar Info, Registration and Travel Details.	Luxury Product, Perception & Market Predictions	Industry Movers & Shakers are spotlighted in an advertising/editorial mini-magazine.	Secrets of the trade: Running a Business, Marketing, Product, Workroom, and Design	Editorial Focus to coordinate with your advertising
	Designers & Workrooms: Get Published! Photography Essentials	Pre-Show Issue for the International Window Coverings EXPO (IWCE)	Show Planner for the International Window Coverings EXPO	Sustainable Window Fashions: Eco-friendly Fabrics, Woven Woods, Shutters, Blinds, Shades	Best New & Innovative Products at International Window Coverings EXPO (IWCE)	INTERIORS EXPO West Coast (IEWC) Preview	INTERIORS EXPO West Coast (IEWC) Show Issue	INTERIORS EXPO West Coast (IEWC) review issue				Decorative Hardware Shutters		State of the Industry: 2008 Review	
		Industry Software Technology In Manufacturing Specialty Windows: Custom Shapes and Sizes, the treatments that work.	Coordinating upholstery, wallcoverings, hardware, panel tracks, shades, blinds, and shutters. Pocket CEU: Workroom Equipment & Pricing	Green Interiors: Paint, Carpets, Rugs, Flooring, Wallcoverings & Furnishings	WF Envision Design & Ingenuity Workroom Competition Winners	Soft Treatments and Cornices, West Coast Design, Pocket CEU: Breaking into the Contract Market	Shutters Cellular Shades	West Coast Style, Solar Shades, Roller Shades, Panel Tracks, Pocket CEU: Working with Color	Blinds (horiz. & vert.) Window Film	Techniques for Working with Trim, Roman Shades		Luxury-home designers and products, Pocket CEU: Business Plans & Marketing		Woven Woods, Bamboos, and Grasses at the Window	
WF Professional Spotlight: A Personal Account	WF Professional Spotlight	WF Professional Spotlight	WF Professional Spotlight	WF Professional Spotlight	WF Professional Spotlight	WF Professional Spotlight	WF Professional Spotlight	WF Professional Spotlight	WF Professional Spotlight	WF Professional Spotlight		WF Professional Spotlight		WF Professional Spotlight	WF Professional Spotlight: A Personal Account
WF Update: Quarterly Responses to Fabric, Wallcoverings, Contract & Hospitality, and Green Design.	WF Update: Contract & Hospitality	WF Update: Wallcoverings	WF Update: Fabric: Selecting the right fabric for the workroom	WF Update: Green Design	WF Update: Contract & Hospitality	WF Update: Wallcoverings	WF Update: Green Design	WF Update: Fabric	WF Update: Contract & Hospitality	WF Update: Fabric		WF Update: Wallcoverings		WF Update: Green Design	WF Update: Quarterly Responses to Fabric, Wallcoverings, Contract & Hospitality, and Green Design.

IN EVERY ISSUE

Industry News • Online Partners • Product Showcase • Editor's Picks • TrendSpot • Before & After • Living in Color • The Business Coach • Go-To Guide: Calendar • GMI Events & Education • Classifieds • Website Directory • Installer Directory • Workroom Directory

Industry Market Report	Industry Software	Home Automation	Fabric	Green Window-Covering Products	Roman Shades	Wallcoverings	Shutters	Roller Shades	Blinds (horiz. & vert.)	Trimmings		Decorative Hardware		Woven Woods	Industry Market Report
Bonus Distribution *subject to change	All major industry events in 2008	Industry Events	International Window Coverings EXPO	Industry Events	Industry Events	NeoCon	Las Vegas Market, industry events	INTERIOR EXPO West Coast	Industry Events	High Point NeoCon East	Also direct mails to 100,000+ industry pros	Industry Events	Also distributes with WF Digital Magazine	Industry Events	Bonus Distribution subject to change
Ad Deadline	December 14, 2007	December 18, 2007	January 25, 2008	February 25, 2008	March 25, 2008	April 23, 2008	May 23, 2008	June 23, 2008	July 24, 2008	August 1, 2008	August 22, 2008	September 10, 2008	September 23, 2008	October 24, 2008	Ad Deadline
Materials Due	December 17, 2007	January 2, 2008	January 31, 2008	February 29, 2008	March 31, 2008	April 30, 2008	May 30, 2008	June 30, 2008	July 31, 2008	August 15, 2008	August 29, 2008	September 17, 2008	September 30, 2008	October 31, 2008	Materials Due
Advertising Spotlight	Insert a CD or Fabric Swatch in the Buyers' Guide for impact all year long	All ads appear in WF's digital version. Add sound or video for extra punch!	Consider an ad on the IWCE website..seen by all IWCE attendees.	Survey WF's readership! Learn from their challenges as you develop new products.	Place your ad in our Workroom and Installer Directories, both in print and online!	Try 3 consecutive small space ads to build strong brand awareness.	Rent WF's direct mail list, for a special promotion.	It's awards season...sponsor the Call for Entries for Design and Workroom!	Be sure to update your WF Buyers' Guide Listing Online for 2009	Place an ad or insert in the IWCE show brochure, which mails with the December issue.		Add your banner advertising to Window Fashions subscriber renewal campaign eblasts.		Consider a company advertorial in the industry's yearly wrap-up.	
GMI Events & EXPOs Tips	Ongoing Exhibitor signup/ IWCE 2008	Consider a Vendor Theater presentation at IWCE 2008	Ongoing Exhibitor signup/ INTERIORS EXPO West Coast 2008	Place your advertising message on GMI show websites for visiting attendees.	Ongoing Exhibitor signup/ INTERIORS EXPO West Coast 2008	Ongoing Exhibitor signup/ IWCE 2009	Partner with our Trend Team to bring your GMI showfloor displays to life	Ongoing Exhibitor signup/ IWCE 2009	Ongoing Exhibitor signup/ IWCE 2009	Ongoing Exhibitor signup/ IWCE 2009		GMI Show Exhibitors ALWAYS receive FREE VIP Exhibit Hall Pass Vouchers for their customers!		Place an ad or insert in the IWCE 2009 show brochure, which mails with this issue.	

*Features and schedule subject to change

Editorial Submission Guidelines

If you know of innovative ideas that should be addressed in any of the editorial features outlined in this calendar, please contact colleen@gracemcnamarainc.com.

Photography Submission

- High-quality cover images and photography: not previously used in advertising, collateral, sampling, or other printed material
- Room shots with a focus on the window treatment preferred; product close-ups when appropriate.
- High-resolution digital images preferred. (See Specifications)
- Photo credits (captions) required. Descriptions of product plus any additional details, including the name of the photographer are essential.

Specifications (see page 4 for more details)

- High-resolution digital images (300 dpi or larger at 100%) sent via CD or e-mail.
- Must be Mac-compatible.
- High-resolution transparencies, slides, and photographs accepted if in excellent condition.

Labeling Materials

All materials submitted to *Window Fashions* for publication will become property of Grace McNamara Inc., publisher of *Window Fashions*, and will not be returned. Please create duplicate copies of your materials before you submit them for publication, and label them with your company name, contact information, and the project/article for which they are intended, so they are properly identified while being processed.

