

GREETINGS TODAY magazine



FEATURES LIST 2011

JANUARY

TOP DRAWER SPRING PREVIEW

Comprehensive preview of this key London show.

CHRISTMAS CARDS, GIFTS & WRAP

Assessing the trends that will be influencing Christmas 2011.

PAPERWORLD PREVIEW

GT previews this influential German show.

FEBRUARY

SPRING FAIR PREVIEW

The most important show of the year is comprehensively previewed by GT.

CALENDARS POSTERS & PRINTS

A potential profit centre for any card retailer, providing they get their ranges right and stock the proven winners. Here's how.

MARCH

PHOTOGRAPHIC CARDS

A great photographic card range can be a real winner on the racks. Here GT discusses what works and why.

SPOTLIGHT ON SPRING FAIR

The best new ranges and other highlights from Spring Fair reviewed.

WEDDING & ANNIVERSARY

Downturn or not, people will still be celebrating their special day in 2011. We look at what greetings can offer the happy couple.

APRIL

LICENSED CARDS

From Thomas the Tank Engine to Transformers: licensed cards cards be a big seller in any store.

MALE CARDS & FATHER'S DAY

How retailers can profit from male cards and gifts.

RETRO, VINTAGE & NOSTALGIA

Looking backwards can often produce a profit going forwards. We look at the latest retro-themed designs.

MAY

PG LIVE PREVIEW

GT looks forward to the only card-specific trade show.

ART CARDS

Whether it's old masters or modern art, there's a place on the racks for a carefully selected range of art cards.

ANIMAL CARDS

Images of animals, whether they be wildlife or household pets, always sell well. Here's how to add a touch of animal magic.

JUNE

HUMOUR CARDS

GT reports on a key card category for retailers.

PULSE PREVIEW

Leading London show previewed.

SPRING SEASONS SPECIAL

Valentine's, Easter and Mother's Day launches assessed.

JULY

CHILDREN'S CARDS & WRAP

Key trends and latest releases in kid's cards and gifts.

CUTE/PLUSH

All the latest designs and releases from the world of cute design.

HARROGATE HOME & GIFT

Comprehensive preview of this key summer show.

BACK TO SCHOOL

Key stationery products and new launches for the new school year.

AUGUST

IMAGE LIBRARIES

An essential resource for card publishers - GT looks at the latest developments from image libraries.

VERSE, SENTIMENT & SYMPATHY

One of the key sectors of greetings explored.

HANDMADE & AND HAND FINISHED CARDS

Latest trends and releases in handmade cards.

CHARACTER CARDS

What are the key character properties for retailers and why?

SEPTEMBER

AUTUMN FAIR PREVIEW

Comprehensive preview of the NEC showcase.

TOP DRAWER AUTUMN PREVIEW

We look forward to the launches of design-led cards and gifts at the London show.

BRAND LICENSING EUROPE PREVIEW

What to expect from the biggest licensing show of the year.

GIFTS FOR CARD SHOPS

Gifts are a vital sales source for all card-based retailers. Here's how to get your gift offer right.

OCTOBER

PARTY ACCESSORIES

An increasingly key area of sales for card retailers.

GIFTWRAP, BAGS & STATIONERY

Market insight, new launches and retail solutions.

SPOTLIGHT ON AUTUMN FAIR

New launches and latest designs seen at the NEC.

NOVEMBER/DECEMBER

WHOLESALE FOCUS

Market trends and latest releases in this key category

CARDS OF THE YEAR

GT looks back on the best designs and ranges of 2011

2011 REMEMBERED AND THE YEAR AHEAD

What we can expect in 2012