



## 2021 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 2 Coupons on INSIDE of COVERS	Catalog Size (estimated)	Catalog Weight (estimate)	Cost	Options	Notes
1st Quarter	WINTER MERCH KIT	18-Sep-20				26-Oct-20							Basic \$50 Basic + \$75		Includes: Christmas, January SALE, February LOVE THEME, BOOKS, BIBLES, KIDS, ENTERTAINMENT
	New Year / New You Sale Catalog (January)	13-Nov-20	20-Nov-20	20-Nov-20	15-Dec-20	21-Dec-20	21-Dec-20	4-Jan-21	4-Jan-21	#1 1/4/21 - 1/16/21 #2 1/18/21 - 1/30/21	6 x 10 16 pgs	1 oz	9 cents	Cover title options	Focus on Bibles, Bible Studies, Devotions
	Winter Sale Catalog (February)	4-Dec-20	11-Dec-20	11-Dec-20	12-Jan-21	18-Jan-21	18-Jan-21	1-Feb-21	1-Feb-21	#1 2/1/21 - 2/13/21 #2 2/15/21 - 2/27/21	6 x 10 16 pgs	1 oz	9 cents		New year, new you; finances; fitness; relationships; Bible studies; Valentines
	Easter Sale Catalog (March / April)	8-Jan-21	15-Jan-21	15-Jan-21	9-Feb-21	15-Feb-21	15-Feb-21	1-Mar-21	1-Mar-21	#1 3/1/21 - 3/20/21 #2 3/22/21 - 4/3/21	6 x 10 32 pgs	1.5 oz	9 cents	Also available: Conservative version	Lent, new releases; Easter
2nd Quarter	SPRING/SUMMER MERCH KIT	15-Jan-21				15-Feb-21							Basic \$50 Basic + \$75		Includes: MAR , APR, MAY, JUN, JUL BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Spring Flyer (April / May) LIMITED EDITION	22-Jan-21	29-Jan-21	29-Jan-21	23-Feb-21	1-Mar-21	1-Mar-21	15-Mar-21	15-Mar-21	#1 3/15/21-4/10/21 #2 4/12/21-5/15/21	6 x 10 8 pg	.5 oz	6 Cents		Easter, Moms, and Grads OFFERED ONLY TO CHURCH/LIMITED BOOKSTORES
	Spring Catalog (April / May)	12-Feb-21	19-Feb-21	19-Feb-21	16-Mar-21	22-Mar-21	22-Mar-21	5-Apr-21	5-Apr-21	#1 4/5/21 - 5/1/21 #2 5/3/21 - 5/22/21	6 x 10 48 pgs	2.0 oz	9 cents	Option: Conservative version	Required Catalog for Membership Easter, New Releases, Bible Sales, Moms, Grads
	Summer Sale Catalog (June)	2-Apr-21	9-Apr-21	9-Apr-21	4-May-21	10-May-21	10-May-21	24-May-21	24-May-21	#1 5/24/21 - 6/12/21 #2 6/14/21 - 6/26/21	6 x 10 16 pgs	.7 oz	9 cents		Grads, Father's Day, plus new releases, Bibles, etc.
3rd Quarter	Beat the Heat Flyer (July)	7-May-21	14-May-21	14-May-21	8-Jun-21	14-Jun-21	14-Jun-21	28-Jun-21	28-Jun-21	#1 6/28/21 - 7/10/21 #2 7/12/21 - 7/24/21	6 x 10 8 pgs	.5 oz	6 Cents	Cover title options	Should be one vendor - focus to be determined
	Back to Basics Catalog (Aug)	4-Jun-21	11-Jun-21	11-Jun-21	6-Jul-21	12-Jul-21	12-Jul-21	26-Jul-21	26-Jul-21	#1 7/26/21 - 8/14/21 #2 8/16/21 - 8/28/21	6 x 10 16 pgs	.7 oz	9 Cents		Bible Studies, Back to School, Bibles
	Fall Catalog (Sept)	9-Jul-21	16-Jul-21	16-Jul-21	10-Aug-21	16-Aug-21	16-Aug-21	30-Aug-21	30-Aug-21	#1 8/30/21 - 9/18/21 #2 9/20/21 - 10/2/21	6 x 10 32 pg	1.5 oz	9 Cents	Option: Conservative version	Youth Emphasis, Gifts, Music, Books, Bibles, Bible studies
	Harvest Flyer (Oct)	13-Aug-21	20-Aug-21	20-Aug-21	14-Sep-21	20-Sep-21	20-Sep-21	4-Oct-21	4-Oct-21	#1 10/4/21 - 10/16/21 #2 10/12/21 - 10/30/21	6 x 10 8 pgs	.5 oz	6 cents	Customizable dates available	New Releases, Books, DVD's, Bibles, Music, and Grandparent's Day
4th Quarter	WINTER MERCH KIT	24-Sep-21				18-Oct-21							Basic \$50 Basic + \$75		Includes: NOV, DEC, JAN, FEB BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Christmas Sale Catalog (November)	10-Sep-21	17-Sep-21	17-Sep-21	12-Oct-21	18-Oct-21	18-Oct-21	1-Nov-21	1-Nov-21	#1 11/1/21 - 11/13/21 #2 11/15/21 - 11/27/21 Optional Special Sale Coupon	6 x 10 52 pgs	2.2 oz	9 cents	Also available: - Conservative version - 2 Day Sale Flyer Insert - Twelve Days Insert (2 cents)	Required Catalog for membership 2 Day Sale Flyer Insert Twelve Days of Christmas Insert
	Christmas Flyer (Nov) LIMITED EDITION	24-Sep-21	1-Oct-21	1-Oct-21	26-Oct-21	1-Nov-21	1-Nov-21	15-Nov-21	15-Nov-21	#1 11/15/21 - 12/4/21 #2 12/6/21 - 12/24/21	6 x 10 8 pgs	.5 oz	6 Cents	Also available: Twelve Days Sale Insert (12/6-12/11 & 12/13-12/18)	OFFERED ONLY TO CHURCH/LIMITED BOOKSTORES
	2 DAY Flyer	10-Sep-21	17-Sep-21	17-Sep-21	12-Oct-21	18-Oct-21	18-Oct-21	1-Nov-21	1-Nov-21	11/26/21 - 11/27/21 OR YOUR CHOICE	6 x 10 Gatefold	.3 oz	2 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)	8-Oct-21	15-Oct-21	15-Oct-21	9-Nov-21	15-Nov-21	15-Nov-21	29-Nov-21	29-Nov-21	#1 11/29/21 - 12/11/21 #2 12/13/21 - 1/1/22 Optional After Christmas Sale Coupon	6 x 10 32 pgs	1.5 oz	9 cents	Also available: Twelve Days Sale Insert (12/6-12/11 & 12/13-12/18)	Last chance before Christmas!