



2022 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	FALL/WINTER MERCH KIT	9-Jul-21				30-Aug-21							Mini \$30 Basic \$50		Includes: SEP, OCT, NOV, DEC, JAN, FEB BOOKS, BIBLES, KIDS, ENTERTAINMENT
	New Year/New You Sale Catalog (January)	12-Nov-21	19-Nov-21	19-Nov-21	14-Dec-21	20-Dec-21	20-Dec-21	27-Dec-21	3-Jan-22	#1 1/3/22 - 1/15/22 #2 1/17/22 - 1/29/22	6 x 10 16 pgs	1 oz	9 cents	Cover title options	Focus on Bibles, Bible Studies, Devotions
	Winter Sale Flyer (February)	10-Dec-21	17-Dec-21	17-Dec-21	11-Jan-22	17-Jan-22	17-Jan-22	24-Jan-22	31-Jan-22	#1 1/31/22 - 2/12/22 #2 2/14/22 - 2/26/22	6 x 10 8 pgs	1 oz	6 cents		New year, new you; finances; fitness; relationships; Bible studies; Valentines
	Easter Sale Catalog (March/April)	7-Jan-22	14-Jan-22	14-Jan-22	8-Feb-22	14-Feb-22	14-Feb-22	21-Feb-22	28-Feb-22	#1 2/28/22 - 3/19/22 #2 3/21/22 - 4/9/22	6 x 10 32 pgs	1.5 oz	9 cents	Also available: Conservative version	Lent, new releases; Easter
2nd Quarter	SPRING/SUMMER MERCH KIT	7-Jan-22				28-Feb-22							Mini \$30 Basic \$50		Includes: MAR , APR, MAY, JUN, JUL, AUG BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Spring Flyer (April/May) LIMITED EDITION	28-Jan-22	4-Feb-22	4-Feb-22	1-Mar-22	7-Mar-22	7-Mar-22	14-Mar-22	21-Mar-22	#1 3/21/22 - 4/16/22 #2 4/18/22 - 5/21/22	6 x 10 8 pg	.5 oz	6 Cents		Easter, Moms, and Grads OFFERED ONLY TO CHURCH/LIMITED BOOKSTORES
	Spring Catalog (April/May)	18-Feb-22	25-Feb-22	25-Feb-22	22-Mar-22	28-Mar-22	28-Mar-22	4-Apr-22	11-Apr-22	#1 4/11/22 - 4/30/22 #2 5/2/22 - 5/28/22	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)	8-Apr-22	15-Apr-22	15-Apr-22	10-May-22	16-May-22	16-May-22	23-May-22	30-May-22	#1 5/30/22 - 6/25/22 #2 6/27/22 - 7/16/22	6 x 10 16 pgs	.7 oz	9 cents		Grads, Father's Day, plus new releases, Bibles, etc.
3rd Quarter	Back to Basics Catalog (August)	27-May-22	3-Jun-22	3-Jun-22	28-Jun-22	4-Jul-22	4-Jul-22	11-Jul-22	18-Jul-22	#1 7/18/22 - 8/6/22 #2 8/8/22 - 8/27/22	6 x 10 16 pgs	.7 oz	9 Cents		Bible Studies, Back to School, Bibles
	FALL/WINTER MERCH KIT	8-Jul-22				29-Aug-22							Mini \$30 Basic \$50		Includes: SEP, OCT, NOV, DEC, JAN, FEB BOOKS, BIBLES, KIDS, ENTERTAINMENT
	Fall Catalog (September)	8-Jul-22	15-Jul-22	15-Jul-22	9-Aug-22	15-Aug-22	15-Aug-22	22-Aug-22	29-Aug-22	#1 8/29/22 - 9/17/22 #2 9/19/22 - 10/1/22	6 x 10 32 pg	1.5 oz	9 Cents	Option: Conservative version	Youth Emphasis, Gifts, Music, Books, Bibles, Bible studies
	Harvest Flyer (October)	12-Aug-22	19-Aug-22	19-Aug-22	13-Sep-22	19-Sep-22	19-Sep-22	26-Sep-22	3-Oct-22	#1 10/3/22 - 10/15/22 #2 10/17/22 - 10/29/22	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	Christmas Sale Catalog (November)	9-Sep-22	16-Sep-22	16-Sep-22	11-Oct-22	17-Oct-22	17-Oct-22	24-Oct-22	31-Oct-22	#1 10/30/22 - 11/12/22 #2 11/14/22 - 11/26/22 OR #1 10/30/22 - 11/26/22 #2 11/28/22 - 12/23/22	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
	2 DAY Flyer	9-Sep-22	16-Sep-22	16-Sep-22	11-Oct-22	17-Oct-22	17-Oct-22	24-Oct-22	7-Nov-22	11/25/22 - 11/26/22 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!
	Christmas Flyer (November) LIMITED EDITION	23-Sep-22	30-Sep-22	30-Sep-22	25-Oct-22	31-Oct-22	31-Oct-22	7-Nov-22	14-Nov-22	#1 11/14/22 - 12/3/22 #2 12/5/22 - 12/24/22	6 x 10 8 pgs	.5 oz	6 Cents	Also available: Twelve Days Sale Insert (12/5-12/10 & 12/12-12/17)	OFFERED ONLY TO CHURCH/LIMITED BOOKSTORES
	Countdown to Christmas Catalog (December)	7-Oct-22	14-Oct-22	14-Oct-22	8-Nov-22	14-Nov-22	14-Nov-22	21-Nov-22	28-Nov-22	#1 11/28/22 - 12/10/22 #2 12/12/22 - 12/31/22	6 x 10 36 pgs	1.5 oz	9 cents	Also available: Twelve Days Sale Insert (12/5-12/10 & 12/12-12/17)	Last chance before Christmas!