



2023 Catalog Planner

Please note that this a proposed planner and all details are subject to change.

Catalog	In Home Week Begins	End Date	Coupon #1	Coupon #2	Catalog Size (estimated)	Cost	Options	Notes	Retailer Due Dates					
									Orders Due	Mailing List & Imprint Changes Due	Postage Due	Bulk Catalog & Product In Store	E-Catalog Arrival (Approx)	
1st QUARTER														
New Year Catalog (January)	2-Jan-2023	28-Jan-2023	Jan 2 - Jan 14	Jan 16 - Jan 28	6 x 10 16 pgs	9 cents		Bibles, Bible Studies, Devotions	4-Nov-2022*	11-Nov-2022*	13-Dec-2022	19-Dec-2022	26-Dec-2022	
Winter Sale Flyer (February)	30-Jan-2023	25-Feb-2023	Jan 30 - Feb 11	Feb 13 - Feb 25	6 x 10 8 pgs	6 cents		New year, Finances, Fitness, Relationships, Bible studies, Valentine's Day	9-Dec-2022	16-Dec-2022	10-Jan-2023	16-Jan-2023	23-Jan-2023	
Easter Sale Catalog (March)	27-Feb-2023	8-Apr-2023	Feb 27 - Mar 18	Mar 20 - Apr 8	6 x 10 32 pgs	9 cents	Versions: Regular or Conservative	Easter, Lent, New releases	6-Jan-2023	13-Jan-2023	7-Feb-2023	13-Feb-2023	20-Feb-2023	
2nd QUARTER														
Spring/Summer Merch Kit (March - August)	27-Feb-2023	31-Aug-2023				Mini \$30 Basic \$50		Includes posters for: March through August, Books, Bibles, Kids, Entertainment	6-Jan-2023			13-Feb-2023		
LIMITED EDITION Spring Flyer (April - May)	20-Mar-2023	20-May-2023	Mar 20 - Apr 22	April 24 - May 20	6 x 10 8 pgs	6 cents		Easter, Moms, Grads OFFERED ONLY TO CHURCH/LIMITED BOOKSTORES	13-Jan-2023	20-Jan-2023	28-Feb-2023	6-Mar-2023	13-Mar-2023	
Spring Catalog (April/May)	10-Apr-2023	27-May-2023	Apr 10 - Apr 29	May 1 - May 27	6 x 10 48 pgs	9 cents	Versions: Regular or Conservative	Easter, New releases, Bible sales, Moms, Grads	17-Feb-2023	24-Feb-2023	21-Mar-2023	27-Mar-2023	3-Apr-2023	
Summer Sale Catalog (June - July)	29-May-2023	15-Jul-2023	May 29 - Jun 24	Jun 26 - Jul 15	6 x 10 16 pgs	9 cents		Dads, Grads, New releases, Bibles	7-Apr-2023	14-Apr-2023	9-May-2023	15-May-2023	22-May-2023	
3rd QUARTER														
Back to Basics Catalog (July - August)	17-Jul-2023	26-Aug-2023	Jul 17 - Aug 5	Aug 7 - Aug 26	6 x 10 24 pgs	9 cents		Bibles, Bible studies, Back to school	26-May-2023	2-Jun-2023	27-Jun-2023	3-Jul-2023	10-Jul-2023	
Fall Sale Catalog (September)	28-Aug-2023	30-Sep-2023	Aug 28 - Sep 16	Sep 18 - Sep 30	6 x 10 32 pgs	9 cents	Versions: Regular or Conservative	Youth emphasis, Gifts, Music, Books, Bibles, Bible studies	7-Jul-2023	14-Jul-2023	8-Aug-2023	14-Aug-2023	21-Aug-2023	
Fall/Winter Merch Kit (September - February)	28-Aug-2023	29-Feb-2024				Mini \$30 Basic \$50		Includes posters for: September through February, Books, Bibles, Kids, Entertainment	7-Jul-2023			14-Aug-2023		
Harvest Flyer (August - October)	28-Aug-2023 or 2-Oct-2023	28-Oct-2023	Aug 28 - Sep 30 or Oct 2 - Oct 14	Oct 2 - Oct 28 or Oct 16 - Oct 28	6 x 10 8 pgs	6 cents	Customizable dates available	New Releases, Books, DVD's, Bibles, Music, Grandparent's Day	7-Jul-2023	14-Jul-2023	8-Aug-2023	14-Aug-2023	21-Aug-2023	
4th QUARTER														
Christmas Sale Catalog (November)	30-Oct-2023	25-Nov-2023 or 23-Dec-2023	Oct 30 - Nov 11 or Oct 30 - Nov 25	Nov 13 - Nov 25 or Nov 27 - Dec 23	6 x 10 52 pgs	9 cents	Versions: Regular or Conservative Customizable dates available Inserts Available: • 2 Day Sale • Twelve Days (12/4/23-12/16/23)		1-Sep-2023	8-Sep-2023	10-Oct-2023	16-Oct-2023	23-Oct-2023	
2 Day Sale Flyer	30-Oct-2023	Default 25-Nov-2023	Nov 24 - Nov 25 or YOUR CHOICE		6 x 10 Gatefold	2 cents		Two day door buster sales - You pick the days!	1-Sep-2023	8-Sep-2023	10-Oct-2023	16-Oct-2023	23-Oct-2023	
LIMITED EDITION Christmas Flyer (November - December)	13-Nov-2023	23-Dec-2023	Nov 13 - Dec 2	Dec 4 - Dec 23	6 x 10 8 pgs	6 cents	Inserts Available: • Twelve Days (12/4/23-12/16/23)	OFFERED ONLY TO CHURCH/LIMITED BOOKSTORES	22-Sep-2023	29-Sep-2023	24-Oct-2023	30-Oct-2023	6-Nov-2023	
Countdown to Christmas Catalog (December)	27-Nov-2023	30-Dec-2023	Nov 27 - Dec 16	Dec 17 - Dec 30	6 x 10 36 pgs	9 cents	Inserts Available: • Twelve Days (12/4/23-12/16/23)	Last chance before Christmas!	6-Oct-2023	13-Oct-2023	7-Nov-2023	13-Nov-2023	20-Nov-2023	