



## 2024 Catalog Planner

\*\* Updated 1/12/2024

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)	
<b>1st QUARTER</b>														
New Year Catalog (January)	1-Jan-2024	27-Jan-2024	Jan 2 - Jan 13	Jan 15 - Jan 27	6 x 10 16 pgs	9 cents		Bibles, Bible Studies, Devotions	3-Nov-2024	10-Nov-2023	12-Dec-2023	18-Dec-2023	25-Dec-2023	
Winter Sale Flyer (February)	29-Jan-2024	24-Feb-2024	Jan 29 - Feb 10	Feb 12 - Feb 24	6 x 10 8 pgs	6 cents		New year, Finances, Fitness, Relationships, Bible studies, Valentine's Day	8-Dec-2023	15-Dec-2023	9-Jan-2024	15-Jan-2024	22-Jan-2024	
Easter Sale Catalog (March)	26-Feb-2024	6-Apr-2024	Feb 26 - Mar 16	Mar 18 - Apr 6	6 x 10 32 pgs	9 cents	Versions: Regular or Conservative	Easter, Lent, New releases	5-Jan-2024	12-Jan-2024	6-Feb-2024	12-Feb-2024	19-Feb-2024	
<b>2nd QUARTER</b>														
Spring/Summer Merch Kit (March - August)	26-Feb-2024	31-Aug-2024				Mini \$30 Basic \$50		Includes posters for: March through August, Books, Bibles, Kids, Entertainment	5-Jan-2024			12-Feb-2024		
<b>LIMITED EDITION</b> Spring Flyer (April - May)	25-Mar-2024	25-May-2024	Mar 25 - Apr 27	April 29 - May 25	6 x 10 8 pgs	6 cents		Easter, Moms, Grads <b>OFFERED ONLY TO CHURCH/LIMITED BOOKSTORES</b>	2-Feb-2024	9-Feb-2024	5-Mar-2024	11-Mar-2024	18-Mar-2024	
Spring Catalog (April/May)	8-Apr-2024	25-May-2024	Apr 8 - Apr 27	April 29 - May 25	6 x 10 48 pgs	9 cents	Versions: Regular or Conservative	Easter, New releases, Bible sales, Moms, Grads	16-Feb-2024	23-Feb-2024	19-Mar-2024	25-Mar-2024	1-Apr-2024	
Summer Sale Catalog (June - July)	27-May-2024	6-Jul-2024	May 27 - Jun 15	Jun 17 - Jul 6	6 x 10 24 pgs	9 cents		Dads, Grads, New releases, Bibles	5-Apr-2024	12-Apr-2024	7-May-2024	13-May-2024	20-May-2024	
<b>3rd QUARTER</b>														
Back to Basics Catalog (July - August)	8-Jul-2024	17-Aug-2024	Jul 8 - Jul 27	Jul 29 - Aug 17	6 x 10 24 pgs	9 cents		Bibles, Bible studies, Back to school	24-May-2024	31-May-2024	18-Jun-2024	24-Jun-2024	1-Jul-2024	
Fall Sale Catalog (September)	19-Aug-2024	28-Sep-2024	Aug 19 - Sep 7	Sep 9 - Sep 28	6 x 10 32 pgs	9 cents	Versions: Regular or Conservative	Youth emphasis, Gifts, Music, Books, Bibles, Bible studies	5-Jul-2024	12-Jul-2024	30-Jul-2024	5-Aug-2024	12-Aug-2024	
Fall/Winter Merch Kit (September - February)	19-Aug-2024	28-Feb-2025				Mini \$30 Basic \$50		Includes posters for: September through February, Books, Bibles, Kids, Entertainment	5-Jul-2024			5-Aug-2024		
Harvest Flyer (October)	30-Sep-2024	26-Oct-2024	Sep 30 -Oct 12	Oct 14 - Oct 26	6 x 10 8 pgs	6 cents		New Releases, Books, DVD's, Bibles, Music, Grandparent's Day	9-Aug-2024	16-Aug-2024	30-Aug-2024	11-Sep-2024	18-Sep-2024	
<b>4th QUARTER</b>														
Christmas Sale Catalog (November)	28-Oct-2024	30-Nov-2024 or 28-Dec-2024	Oct 28 - Nov 16 or Oct 30 - Nov 30	Nov 18 - Nov 30 or Dec 2 - Dec 28	6 x 10 52 pgs	9 cents	Versions: Regular or Conservative Customizable dates available Inserts Available: • 2 Day Sale • Twelve Days (12/4/23-12/21/24) -- Three consecutive weekends Wed-Sat		30-Aug-2024	6-Sep-2024	8-Oct-2024	14-Oct-2024	21-Oct-2024	
2 Day Sale Flyer	28-Oct-2024	Default 11/30	Nov 29 - Nov 30 or YOUR CHOICE		6 x 10 Gatefold	2 cents		Two day door buster sales - You pick the days!	30-Aug-2024	6-Sep-2024	8-Oct-2024	14-Oct-2024	21-Oct-2024	
<b>LIMITED EDITION</b> Christmas Flyer (November - December)	11-Nov-2024	21-Dec-2024	Nov 11 - Nov 30	Dec 2 - Dec 21	6 x 10 8 pgs	6 cents	Inserts Available: • Twelve Days (12/4/23-12/21/23)---- Three consecutive weekends Wed-Sat	<b>OFFERED ONLY TO CHURCH/LIMITED BOOKSTORES</b>	20-Sep-2024	27-Sep-2024	22-Oct-2024	28-Oct-2024	4-Nov-2024	
Countdown to Christmas Catalog (December)	2-Dec-2024	4-Jan-2025	Dec 2 - Dec 14	Dec 16 - Jan 4	6 x 10 36 pgs	9 cents	Inserts Available: • Twelve Days (12/4/23-12/21/23)---- Three consecutive weekends Wed-Sat	Last chance before Christmas!	11-Oct-2024	18-Oct-2024	12-Nov-2024	18-Nov-2024	25-Nov-2024	