

# THE BEATING HEART OF THE GREETING CARD INDUSTRY

**Progressive Greetings** is more than just a trade magazine, it is the central focus for the huge global greeting card industry. Founded over 30 years ago, by Jakki Brown and Warren Lomax (who continue to head it up), Progressive Greetings magazine has been published each and every month and is indeed the only monthly greeting card B2B magazine in the world.

Packed full of news, retailer and publisher interaction, trends, new products and thoughtful insightful articles written by a team with 80 years of combined card industry experience, PG as it is affectionately known, is ardently and widely read by thousands of greeting card retailers and overseas distributors of greeting cards. Therefore, you can rely on PG to convey your marketing message.

Also, within the Progressive Greetings' 'family' is **PGBuzz.net**, our thrice weekly e-newsletter, which reaches an e-subscriber database of over 10,000, giving advertisers



even more visibility to each and every advertisement and editorial inclusion. New for 2023 is Featuring... a series of themed eblasts each covering a different greeting card genre, trade show launches or area of interest.

Our commitment to the greeting card industry does not stop there. We also organise two amazing greeting card 'Oscar-like' events -

**The Henries**, which recognises excellence in greeting card publishing and **The Retas**, which shines the spotlight on the best retailers of greeting cards.

And then of course there is **Progressive Greetings Live**, the only dedicated greeting card trade exhibition in the world. **PG Live 2023**, the 14th edition of this unique event,

takes place **6-7 June**, at the **Business Design Centre** in London, bringing together the whole global greeting card community.

**Progressive**  
**greetings**  
**LIVE 2023**



**To talk to us about advertising, sponsorship and exhibiting at**

**PG Live contact:**

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**Please send submissions for articles, features and focuses three weeks before the news deadline date of each issue.**

**OUR EDITORIAL POLICY**

Progressive Greetings is an editorially-led physical magazine with articles relating to topical industry happenings and issues. We have no hard and fast rules when it comes to feature content, and therefore encourage

reader input - be it publisher, retailer, artist or agent. Each edition includes an extensive **News** section, **Innovations** (showcasing new products), **Art Source** (showcasing artists' work) - all of which are free (we do not charge for images). Innovations is compiled on a first come, first served basis. In addition to the magazine, we also have our digital strand. **PG Buzz.net** is our twice weekly newsletter which

spreads news stories, comments and opinions all over the world. New for 2023 is our **Featuring...** months which will highlight specific genres of greeting cards as well as key trade show previews and issues, such as sustainability that all make up the greetings world. There is a small fee to be included in the Featuring... blasts and there is a separate information about this new element.

**JANUARY 2023**

**Publication Date:** 9 January 2023  
Top Drawer Preview;  
Focus on...Christmas Cards  
**Copy deadline for features:**  
6 December 2022  
**Copy deadline for News:**  
16 December 2022  
**Advert deadline:** 19 December 2022

**FEBRUARY 2023**

**Publication Date:** 27 January 2023  
Special Publication: Progressive  
Calendars;  
Spring Fair Preview  
**Copy deadline for features:**  
27 December 2022  
**Copy deadline for News:**  
17 January 2023  
**Advert deadline:** 18 January 2023

**MARCH 2023**

**Publication Date:** 10 March 2023  
Focus on...Giftwrappings  
**Copy deadline for features:**  
2 February  
**Copy deadline for News:**  
23 February 2023  
**Advert deadline:** 27 February 2023

**APRIL 2023**

**Publication Date:** 7 April 2023  
Focus on...Male Cards (non-humorous);  
London Stationery Show preview  
**Copy deadline for features:**  
3 March 2023  
**Copy deadline for News:**  
24 March 2023  
**Advert deadline:** 27 March 2023

**MAY 2023**

**Publication Date:** 3 May 2023  
Special Publication: Focus on...  
Humorous Cards;  
Focus on...Diversity and Inclusion  
**Copy deadline for features:**  
30 March 2023  
**Copy deadline for News:**  
20 April 2023  
**Advert deadline:** 21 April 2023

**JUNE 2023**

**Publication Date:** 25 May 2023  
Major Focus: PG Live 2023 Preview;  
Focus on...Cute Cards  
**Copy deadline for features:**  
27 April 2023  
**Copy deadline for News:** 15 May 2023  
**Advert deadline:** 16 May 2023

**JULY 2023**

**Publication Date:** 6 July 2023  
Special Focus: Home & Gift  
(Harrogate) preview;  
Focus on...Spring Seasons  
**Copy deadline for features:**  
2 June 2023  
**Copy deadline for News:**  
23 June 2023  
**Advert deadline:** 27 June 2023

**AUGUST 2023**

**Publication Date:** 4 August 2023  
Special Section: The Retas 2023  
Winners  
**Copy deadline for News:** 21 July 2023  
**Advert deadline:** 26 July 2023

**SEPTEMBER 2023**

**Publication Date:** 24 August 2023  
Revealing The Henries 2023 Finalists;  
Focus on...Licensed Cards;  
Special Focus: Autumn Fair & Top  
Drawer Previews  
**Copy deadline for features:**  
1 August 2023  
**Copy deadline for News:**  
14 August 2023  
**Advert deadline:** 15 August 2023

**OCTOBER 2023**

**Publication Date:** 4 October 2023  
Focus on...Sustainability;  
Focus on...Words & Sentiments  
**Copy deadline for features:**  
1 September 2023  
**Copy deadline for News:**  
22 September 2023  
**Advert deadline:**  
25 September 2023

**NOVEMBER 2023**

**Publication Date:** 3 November 2023  
The Henries 2023 award winners;  
Focus on...Animal and Pet Cards  
**Copy deadline for features:**  
2 October 2023  
**Copy deadline for News:**  
23 October 2023  
**Advert deadline:** 24 October 2023

**DECEMBER 2023**

**Publication Date:** 1 December 2023  
Focus on...Kids Cards;  
Focus on...3D and Pop-up Cards  
**Copy deadline for features:**  
2 November 2023  
**Copy deadline for News:**  
20 November 2023  
**Advert deadline:** 21 November 2023

**JANUARY 2024**

**Publication Date:** 9 January 2024  
Top Drawer Preview;  
Focus on...Christmas Cards  
**Copy deadline for features:**  
1 December 2023  
**Copy deadline for News:**  
18 December 2023  
**Advert deadline:** 19 December 2023

**FEBRUARY 2024**

**Publication Date:** 27 January 2024  
Special Publication: Progressive  
Calendars;  
Spring Fair Preview  
**Copy deadline for features:**  
3 January 2024  
**Copy deadline for News:**  
15 January 2024  
**Advert deadline:** 16 January 2024

