

# MICHIGAN DESIGN CENTER - 2025 E-Newsletter Deadlines

Each month, showrooms and studios have three opportunities to be included in MDC's E-Newsletters:

- 1.) **Showroom news & promotions:** Distributed at the beginning of each month (*Design News & Design Line*)
  - Please specify if the news item is intended for trade, consumers, or both
  - Please send 2-4 sentences describing your promotion or announcement, with images to [emcdonald@michigandesign.com](mailto:emcdonald@michigandesign.com)
  - MDC reserves the right to determine the eligibility for each submitted item
- 2.) **Events:** Promoted at the beginning of month (*Design News & Design Line*) and later in month (*Design Live*)
  - Please specify if your event is intended for trade, consumers, or both
  - Events require a defined topic, speaker(s), demonstration, or presentation, along with a specific time.
  - MDC reserves the right to determine the manner and amount of promotion for each event or line showing, based on the uniqueness of the event and the intended audience.
  - Contact [patty@michigandesign.com](mailto:patty@michigandesign.com) to secure a date. An "Event Information Form" must be completed for each event
  - *Note: We do ask for 60 days advanced notice for all events to ensure the best possible event support*
- 3.) **Product-related news:** Distributed in the middle of the month (*Design Elements*)
  - Sent to both trade and consumers
  - Please send 2-4 sentences describing your product, along with an image(s), to [barb@michigandesign.com](mailto:barb@michigandesign.com)

Ensure that each submission pertains to your showroom or the showroom featuring your product(s) at MDC. Submissions will be featured in MDC's monthly e-newsletters and posted on our website under "News & Events."

INFO DUE	MARKETING PIECE	DELIVERY DATE
12/16	E-NEWSLETTERS - January 2025	1/2 – Design News & Design Line 1/15 – Design Elements 1/22 – Design Live
1/15	E-NEWSLETTERS - February 2025	2/3 – Design News & Design Line 2/15 – Design Elements 2/20 – Design Live
2/17	E-NEWSLETTERS - March 2025	3/3 – Design News & Design Line 3/15 – Design Elements 3/25 – Design Live
3/17	E-NEWSLETTERS - April 2025	4/1 – Design News & Design Line 4/15 – Design Elements 4/24 – Design Live
4/15	E-NEWSLETTERS - May 2025	5/1 – Design News & Design Line 5/15 – Design Elements 5/22 – Design Live
5/15	E-NEWSLETTERS - June 2025	6/2 – Design News & Design Line 6/16 – Design Elements 6/25 – Design Live
6/16	E-NEWSLETTERS - July 2025	7/1 – Design News & Design Line 7/15 – Design Elements 7/24 – Design Live
7/15	E-NEWSLETTERS - August 2025	8/1 – Design News & Design Line 8/15 – Design Elements 8/21 – Design Live
8/15	E-NEWSLETTERS - September 2025	9/2 – Design News & Design Line 9/15 – Design Elements 9/25 – Design Live
9/15	E-NEWSLETTERS - October 2025	10/1 – Design News & Design Line 10/15 – Design Elements 10/23 – Design Live
10/15	E-NEWSLETTERS - November 2025	11/3 – Design News & Design Line 11/15 – Design Elements 11/20 – Design Live
11/17	E-NEWSLETTERS - December 2025	12/1 – Design News & Design Line 12/15 – Design Elements 12/19 – Design Live
12/15	E-NEWSLETTERS - January 2026	1/5 – Design News & Design Line 1/15 – Design Elements 1/22 – Design Live