



26.06.2024

Dear FIRST NAME,

Next year's calendar edition, T&C update, another AI calendar award and US market push – we have news for you! Read on for our CALVENDO updates and feel free to get in touch for any feedback or questions.

With best wishes,
Your Calvendo team

2025 editions ready for the upcoming season

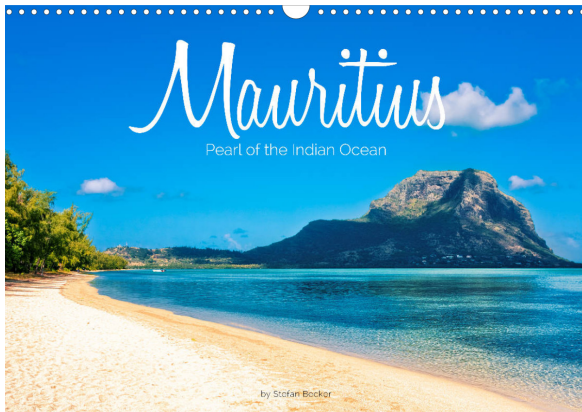
Are you ready for 2025? Your calendars are: Over the past few months, we have converted the dates on your published calendars to 2025. Your updated products will now be listed by online retailers but please note that this is a step-by-step process. Your 2025 wall calendars might therefore not yet be available to order but will be in time for the main calendar sales season.

Focus on US market

Do you have wall calendar ideas that might work in the USA? If so, we'd like to hear (see) from you: Over the past couple of years, we have been working on growing our US activities. As our data shows that 2024 CALVENDO wall calendars sold well on Amazon.com, we would like to

build on this success with our 2025 programme jointly with our calendar creators and offer more wall calendars that cater to the American market.

Tip: If you have friends or family in the USA, quiz them on topics, trends and/or other style and design preferences. You could also research online to see what's on offer on US sites – and feel free to work with AI tools for your designs! Format-wise the 12x12 inch square size is particularly popular. In addition, we are currently in the process of developing a fold-out family planner wall calendar specifically for the US market.



Second CALVENDO AI Calendar award

After last year's successful inaugural edition, we've launched our second AI wall calendar calendar competition. To take part and be in for a chance to be featured in the "Calendar Gallery" at Frankfurt Book Fair 2025, all you need to do is create wall calendars on specific themes on our CALVENDO platform using AI tools, such as Midjourney, and submit them to our jury.

This year's themes are:

- **Hobbies**
- **Lost cultures**
- **Extinct animal species**

Click [here](#) for further details on themes and submitting your entries. Good luck and we look forward to your creative work!

CALVENDO T&C update

We have updated our terms and conditions due to technical innovations and the use of AI for creating our wall calendars. The new T&Cs will come into force on 15 July 2024. For any questions or objections to the changes, please contact us before this date on info@calvendo.com. You can find the new as well as the previous T&Cs [here](#).



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