

2017 Editorial Calendar

	JANUARY/ FEBRUARY	MARCH	APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
Ad Close	01/09/17	02/06/17	03/08/17	05/09/17	07/10/17	09/06/17	11/03/17
Materials Due	01/12/17	02/09/17	03/13/17	05/12/17	07/13/17	09/11/17	11/08/17
Special Focus	Lawn Care & Maintenance Part I	Lawn Care & Maintenance Part II	Engines, Parts & Service Tools	Landscape Installation, Hardscaping & Lighting	Trucks & Trailers	Software & Technology	Irrigation
Landscape Contractor Profile	Landscape contractor #1 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #2 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #3 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #4 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #5 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #6 discusses employee relations, applications, techniques, and the products used on the job.	Landscape contractor #7 discusses employee relations, applications, techniques, and the products used on the job.
Spotlight Dealer	Dealer #1 discusses business techniques and the products represented in his/her dealership.	Dealer #2 discusses business techniques and the products represented in his/her dealership.	Dealer #3 discusses business techniques and the products represented in his/her dealership.	Dealer #4 discusses business techniques and the products represented in his/her dealership.	Dealer #5 discusses business techniques and the products represented in his/her dealership.	Dealer #6 discusses business techniques and the products represented in his/her dealership.	Dealer #7 discusses business techniques and the products represented in his/her dealership.
Maintenance Equipment	<ul style="list-style-type: none"> • Zero-Turn Mowers • Sprayers & Spreaders 	<ul style="list-style-type: none"> • Walk-Behind Mowers • Trimmers & Edgers 	<ul style="list-style-type: none"> • Stand-on Mowers • Leaf Blowers 	Turf Renovation	<ul style="list-style-type: none"> • Debris Handling • Brushcutters 	Tree Care	GIE+EXPO Highlights
Construction Equipment	Skid Steers	Track Loaders	Excavators	Tractors	Wheel Loaders	Trenchers & Tillers	GIE+EXPO Highlights
Regularly Occuring Features & Departments	<ul style="list-style-type: none"> • Best of the Web • Business Tips • Supplier Spotlight 	<ul style="list-style-type: none"> • Best of the Web • Business Tips • Supplier Spotlight 	<ul style="list-style-type: none"> • Best of the Web • Business Tips • Supplier Spotlight 	<ul style="list-style-type: none"> • Best of the Web • Business Tips • Supplier Spotlight 	<ul style="list-style-type: none"> • Best of the Web • Business Tips • Supplier Spotlight 	<ul style="list-style-type: none"> • Best of the Web • Business Tips • Supplier Spotlight 	<ul style="list-style-type: none"> • Best of the Web • Business Tips • Supplier Spotlight
Supplements		Dealer Success Guide		Dealer Success Guide	SNOWPRO	SNOWPRO Dealer Success Guide	
Bonus Distribution				Snow & Ice Management Assn. (SIMA)		<ul style="list-style-type: none"> • GIE+EXPO • Irrigation Show 	
Research					Ad Effectiveness Study by Signet Research		