

# 2017 EDITORIAL CALENDAR

<b>Profit Centers:</b> Features rotate among: Reader Case Study, General Feature, Product Trend Story, Visual Story				
<b>Issue</b>	<b>TURF + ORNAMENTAL CARE</b>	<b>MOWING + LANDSCAPE MAINTENANCE</b>	<b>DESIGN/BUILD + INSTALLATION</b>	<b>IRRIGATION + WATER MANAGEMENT</b>
<b>JANUARY</b> Ad close 12/8 Materials 12/15	Reader case study	Visual story: Maintenance checklist	Product trend story: Ponds/water features	General feature
<b>FEBRUARY</b> Ad close 1/6 Materials 1/13	General feature	Reader case study	Visual story: Paver layouts	Product trend story: Trenchers
<b>MARCH</b> Ad close 2/1 Materials 2/8	Product trend story: PGRs	General feature: E15 update	Reader case study	Visual story: Vehicle set-ups
<b>APRIL</b> Ad close 3/7 Materials 3/14	Visual story: Weed ID	Product trend story: Mowers	General feature: Outdoor trends	Reader case study
<b>MAY</b> Ad close 4/4 Materials 4/11	Reader case study	Visual story: RFP process	Product trend story: Green roofs	General feature
<b>JUNE</b> Ad close 5/2 Materials 5/9	General feature	Reader case study	Visual story: Production systems	Product trend story: Drip irrigation
<b>JULY</b> Ad close 6/5 Materials 6/12	Product trend story: Turfseed	General feature	Reader case study	Visual story: Landscape water use
<b>AUGUST</b> Ad close 7/6 Materials 7/13	Visual story: Disease ID	Product trend story: Handheld equipment	General feature	Reader case study
<b>SEPTEMBER</b> Ad close 8/2 Materials 8/9	Reader case study	Visual story: Crew size advantages	Product trend story: Design software	General feature
<b>OCTOBER</b> Ad close 9/18 Materials 9/25	General feature	Reader case study	Visual story: Win awards for your work	Product trend story: Rotors
<b>NOVEMBER</b> Ad close 10/9 Materials 10/16	Product trend story: Preemergents	General feature	Reader case study	Visual story: Drought update
<b>DECEMBER</b> Ad close 11/2 Materials 11/9	Visual story: Insect ID	Product trend story: Property measurement systems	General feature	Reader case study

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Issue	PRODUCT FOCUS	RECOMMENDER	STEP BY STEP	SPECIAL EDITORIAL SECTIONS
<b>JANUARY</b> Ad close 12/8 Materials 12/15	Truck accessories; preemergent herbicides; zero-turn mowers	Irrigation+Water Management: Sprayheads	How to mulch green waste	
<b>FEBRUARY</b> Ad close 1/6 Materials 1/13	String trimmers; fertilizers; design software; rotors	Turf+Ornamental Care: Aerators	Maintain a water feature	
<b>MARCH</b> Ad close 2/1 Materials 2/8	Insecticides; stand-on mowers; spreaders+sprayers	Mowing+Landscape Maintenance: Clean-up equipment	Prepare your business for sale	
<b>APRIL</b> Ad close 3/7 Materials 3/14	Irrigation controllers; chainsaws; lighting fixtures	Design/Build+Installation: Compact utility tractors	Design a fire-resistant landscape	
<b>MAY</b> Ad close 4/4 Materials 4/11	Walk-behind mowers; skid-steers; postemergent herbicides; snow+ice products	Irrigation+Water Management: Lighting fixtures	Properly renovate a lawn	Snow+Ice Guide
<b>JUNE</b> Ad close 5/2 Materials 5/9	Hardscape products; clean-up equipment; aerators; biologicals/organics	Turf+Ornamental Care: Fungicides	Advertise with Facebook	LM150
<b>JULY</b> Ad close 6/5 Materials 6/12	Mower attachments+ accessories; mini excavators	Mowing+Landscape Maintenance: Hand tools	Install pavers	
<b>AUGUST</b> Ad close 7/6 Materials 7/13	Landscape edging products; turf seed; backpack blowers; snow+ice products	Design/Build+Installation: Plants	Install a french drain	Snow+Ice Guide
<b>SEPTEMBER</b> Ad close 8/2 Materials 8/9	Trucks; holiday lighting; compact track loaders; mower engines	Irrigation+Water Management: Business software	Build a retaining wall	
<b>OCTOBER</b> Ad close 9/18 Materials 9/25	GIE+EXPO/Hardscape North America products	Turf+Ornamental Care: Fertilizers	Get Landscape Industry Certified	
<b>NOVEMBER</b> Ad close 10/9 Materials 10/16	Irrigation Show products	Mowing+Landscape Maintenance: Engines	Do an effective turf conversion	
<b>DECEMBER</b> Ad close 11/2 Materials 11/9	Snow+ice products; business software; pond/water feature products	Design/Build+Installation: UTVs	Perform routine mower maintenance	Snow+Ice Guide   LM Industry Pulse report