

# 2018 EDITORIAL CALENDAR



\* **ISSUE FOCUS** includes the cover story, columns, departments and a sponsored content opportunity focused on each month's specific topic.

			<b>Profit Centers:</b> Profit Centers: Features rotate among: Reader Case Study, General Feature, Product Trend Story, Visual Story			
<b>Issue</b>	<b>Issue Focus NEW*</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 12/6 Materials 12/13 Editorial 12/1	LM Growth Summit Coverage	Reader case study	Visual story: Mulching material options	Product trend story: Green roofs	General feature
<b>FEBRUARY</b>	Ad close 1/5 Materials 1/12 Editorial 12/30	Turf + Ornamental Care	General feature	Reader case study	Visual story: Safety tips	Product trend story: Controllers
<b>MARCH</b>	Ad close 2/2 Materials 2/9 Editorial 1/25	Labor	Product trend story: Spreader/Sprayers	General feature	Reader case study	Visual story: Soil types
<b>APRIL</b>	Ad close 3/7 Materials 3/14 Editorial 2/28	Efficiency	Visual story: Regulation update	Product trend story: Aftermarket products	General feature	Reader case study
<b>MAY</b>	Ad close 4/4 Materials 4/11 Editorial 3/28	Safety	Reader case study	Visual story: Trailer set-ups	Product trend story: Skid-steers	General feature
<b>JUNE</b>	Ad close 5/1 Materials 5/5 Editorial 4/25	LM150	General feature	Reader case study	Visual story: Vehicle set-ups	Product trend story: Sprayheads
<b>JULY</b>	Ad close 6/4 Materials 6/11 Editorial 5/29	Mowing + Landscape Maintenance	Product trend story: Fungicides	General feature	Reader case study	Visual story: Start-ups and shut-downs
<b>AUGUST</b>	Ad close 7/2 Materials 7/11 Editorial 6/29	Design/Build + Installation	Visual story: Notable insects	Product trend story: Mowers	General feature	Reader case study
<b>SEPTEMBER</b>	Ad close 8/1 Materials 8/8 Editorial 7/26	GIE+EXPO Pre-Show Issue	Reader case study	Visual story: Holiday lighting dos/don'ts	Product trend story: Plant trends	General feature
<b>OCTOBER</b>	Ad close 9/10 Materials 9/17 Editorial 9/11	Growth   Business Planner '19	General feature	Reader case study	Visual story: Water features	Product trend story: Tools and accessories
<b>NOVEMBER</b>	Ad close 10/8 Materials 10/15 Editorial 10/2	Irrigation + Water Management   GIE+EXPO Post-Show Coverage	Product trend story: Fertilizers	General feature	Reader case study	Visual story: IA Show Preview
<b>DECEMBER</b>	Ad close 11/1 Materials 11/8 Editorial 10/26	LM Industry Pulse	Visual story: Effective morning routines	Product trend story: Handheld equipment	General feature	Reader case study

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\* Talk to your account manager about these sponsored content opportunities!

Issue	Additional Advertising Opportunities + Incentives		* PR TIP: Submit 100 words + a high-res image by the editorial product submission deadlines!	* PR TIP: Consider putting us in contact with an end-user who can provide a testimonial about your product/service.	STEP BY STEP	* SPONSORED CONTENT OPPORTUNITY FOLLOWING COVER STORY
	PRODUCT FOCUS	RECOMMENDER				
<b>JANUARY</b>	Ad close 12/6 Materials 12/13 Editorial 12/1		Trucks; preemergent herbicides; walk-behind mowers; UTVs	Irrigation + Water Management: Mobile apps	Do a tree injection	LM Growth Summit Guide   100 words + image for event sponsors
<b>FEBRUARY</b>	Ad close 1/5 Materials 1/12 Editorial 12/30		String trimmers; fertilizers; design software; rotors	Turf + Ornamental Care: Grub control products	Evaluate a franchise	Turf + Ornamental Care Guide   100 words + image touting T+O products/services
<b>MARCH</b>	Ad close 2/2 Materials 2/9 Editorial 1/25	Signet AdStudy	Insecticides; spreader-sprayers; clean-up equipment (vacuums, blowers, etc.)	Mowing + Landscape Maintenance: Stand-on mowers	Calibrate a sprayer	Labor-Saving Guide   100 words + image about your labor-saving products/services
<b>APRIL</b>	Ad close 3/7 Materials 3/14 Editorial 2/28		Irrigation controllers; chainsaws, pole saws; lighting fixtures	Design/Build+ Installation: Bed edging	Install a green wall	Efficiency Guide   100 words + image sharing your time/labor-saving products/services
<b>MAY</b>	Ad close 4/4 Materials 4/11 Editorial 3/28	Snow + Ice Guide Supplement	Zero-turn mowers; skid-steers; postemergent herbicides; snow + ice products	Irrigation + Water Management: Rotors	Aerate properly	Safety Guide   100 words + image touting your products' safety features
<b>JUNE</b>	Ad close 5/1 Materials 5/5 Editorial 4/25		Hardscape products; aerators; biologicals/organics	Turf + Ornamental Care: Postemergent herbicides	Offer stump grinding	Growth Guide   100 words + image sharing how your products support readers in their growth
<b>JULY</b>	Ad close 6/4 Materials 6/11 Editorial 5/29		Mower attachments + accessories; mini excavators	Mowing + Landscape Maintenance: Backpack blowers	Do rejuvenation pruning	Mowing + Landscape Maintenance Guide   100 words + image touting M+LM products/services
<b>AUGUST</b>	Ad close 7/2 Materials 7/11 Editorial 6/29		Bed edging; turf seed; mower engines; snow + ice products; compact equipment	Design/Build+ Installation: Paver products	Properly mark utilities before digging	Design/Build+Installation Guide   100 words + image touting D/B+I products/services
<b>SEPTEMBER</b>	Ad close 8/1 Materials 8/8 Editorial 7/26	GIE+EXPO Official Outdoor Must-See Exhibits Guide	Trucks; holiday lighting; compact track loaders; snow products;	Irrigation + Water Management: Trenchers	Create an organic lawn program	GIE+EXPO Guide   100 words + image previewing what you're featuring at the GIE+EXPO show
<b>OCTOBER</b>	Ad close 9/10 Materials 9/17 Editorial 9/11	Early Order Program Guide	Water features, ponds, fountains; drip irrigation; spray rigs, reels, hoses	Turf + Ornamental Care: PGRs	Manage shady lawn areas	1/2-page profile about what you're exhibiting at GIE+EXPO
<b>NOVEMBER</b>	Ad close 10/8 Materials 10/15 Editorial 10/2		Irrigation Show products; handtools; backpack blowers; retaining wall systems	Mowing + Landscape Maintenance: Chainsaws	Build a fire pit	Irrigation+Water Management Guide   100 words + image touting I+WM products/services
<b>DECEMBER</b>	Ad close 11/1 Materials 11/8 Editorial 10/26		Snow + ice products; business software; battery-powered equipment	Design/Build+ Installation: Design Software	ID trees	2018 New Products Guide   100 words + image sharing your upcoming products/services