



# EDITORIAL CALENDAR

## WIDE-FORMAT IMPRESSIONS 2021 EDITORIAL CALENDAR

MONTH	FEATURES	RESEARCH	BONUS DISTRIBUTION
<b>JANUARY/FEBRUARY</b> Ad Close: 1/8/2021 Materials Due: 1/13/2021	<ul style="list-style-type: none"> <li>■ Growth Projections for 2021</li> <li>■ Sign Legislation for 2021</li> <li>■ Top Wide-Format Print Producers</li> <li>■ Growth Opportunities in 2021</li> <li>■ Wide-Format M&amp;A Activity &amp; Trends</li> <li>■ Small-Format Opportunity: Inkjet and the Evolution of Catalogs</li> </ul>	<ul style="list-style-type: none"> <li>■ 2021 Hot Markets Report</li> </ul>	
<b>MARCH/APRIL</b> Ad Close: 3/5/2021 Materials Due: 3/10/2021	<ul style="list-style-type: none"> <li>■ Navigating the Trends of Retail POP and POS Graphics</li> <li>■ The Partnership of Digital and Print Signage for Retail Markets</li> <li>■ The Role of Wide-Format Media and Textiles in Window Displays</li> <li>■ Sales and Marketing Tips: The Importance of Creating Sample Books</li> <li>■ Technology Focus: MIS, Workflow, and Estimating Software</li> <li>■ Opportunities in 3D and Dimensional Signage</li> <li>■ How Digital Textile Printing and Direct-to-Garment Printing is Changing the Face of Fast Fashion</li> </ul>		
<b>MAY/JUNE</b> Ad Close: 5/7/2021 Materials Due: 5/12/2021	<ul style="list-style-type: none"> <li>■ Commercial Interior Décor: Improving Patient and Customer Experiences</li> <li>■ Preview of Wide-Format Summit</li> <li>■ Wayfinding Signage in Health Care</li> <li>■ Ensuring Security of Your Data — and Your Customer's</li> <li>■ Technology Focus: Aqueous, Durable Aqueous, Latex, and Resin Printers</li> <li>■ Specialty Print: Glass, Metal, Ceramic, and Composite</li> <li>■ Successful Marketing Strategies that Drive Business Development</li> </ul>		<ul style="list-style-type: none"> <li>■ Wide-Format Summit 2021, July 26-28, 2021</li> </ul>
<b>JULY/AUGUST</b> Ad Close: 7/1/2021 Materials Due: 7/7/2021	<ul style="list-style-type: none"> <li>■ Trends in Outdoor Advertising: Focus on the Travel &amp; Tourism Market</li> <li>■ How Digital Technology and Substrate Evolution has Elevated Museum Graphics</li> <li>■ Key Takeaways from the Wide-Format Summit</li> <li>■ PRINTING United 2021 Program and Event Preview</li> <li>■ Technology Focus: Digital Textile Printing</li> <li>■ Automating Color Consistency</li> <li>■ Opportunities with Mascots &amp; Inflatables</li> </ul>		<ul style="list-style-type: none"> <li>■ PRINTING United, Orlando, FL, October 6-8, 2021</li> </ul>
<b>SEPTEMBER/OCTOBER</b> Ad Close: 9/14/2021 Materials Due: 9/17/2021	<ul style="list-style-type: none"> <li>■ The Idea Issue: Top Trends in Wide-Format You Can't Afford to Ignore</li> <li>■ The Innovators: Recognizing Best in Class Companies</li> <li>■ Fostering a Better Relationship with Print Buyers</li> <li>■ PRINTING United 2021 New Product Showcase</li> <li>■ Technology Focus: UV and UV LED Printers</li> <li>■ Opportunities with Backlit Signage and SEG</li> <li>■ Getting Started with Promotional Products</li> </ul>		<ul style="list-style-type: none"> <li>■ PRINTING United, Orlando, FL, October 6-8, 2021</li> </ul>
<b>NOVEMBER/DECEMBER</b> Ad Close: 11/2/2021 Materials Due: 11/5/2021	<ul style="list-style-type: none"> <li>■ Beyond Vehicles: Wrapping the World of Transportation</li> <li>■ Determining the ROI of Vehicle Graphics</li> <li>■ Key Takeaways from PRINTING United 2021</li> <li>■ Sales Strategies for the Modern Printshop</li> <li>■ Technology Focus: Solvent Printers</li> <li>■ Diversification Through Expanded Finishing Capabilities</li> <li>■ Focus on Food Trucks</li> </ul>		