



EDITORIAL CALENDAR

WIDE-FORMAT IMPRESSIONS 2024 EDITORIAL CALENDAR

MONTH	FEATURES	RESEARCH	BONUS DISTRIBUTION
JANUARY/FEBRUARY Ad Close: 1/8/2024 Materials Due: 1/11/2024	<ul style="list-style-type: none"> Theme: Renewal & Growth Cover Story: Economic Outlook 2024 Features: <ul style="list-style-type: none"> • Sign Legislation for 2024 • Top WF Print Producers • Growth Opportunities in 2024 Operations: M&A Activity & Trends Industrial: The State of Industrial Print 	<ul style="list-style-type: none"> 2024 Hot Markets Report 	
MARCH/APRIL Ad Close: 3/8/2024 Materials Due: 3/13/2024	<ul style="list-style-type: none"> Theme: Retail Cover Story: The Evolving Retail Landscape — What You Need to Know Feature: Branding A Retail Space Technology: Cutting & Routing Sign/Graphics: Floor Graphics Garment & Textiles: Textiles & Apparel 		
MAY/JUNE Ad Close: 5/7/2024 Materials Due: 5/10/2024	<ul style="list-style-type: none"> Theme: Inspiration Cover Story: Inspiring our Industry: The People Making a Difference Feature: Bringing Out the Big Guns: Over-the-Top Wide-Format Projects Event Coverage: Preview of Wide-Format Summit Operations: Contingency Planning Technology: Building a Better Workflow Sign/Graphics: OOH and 3D Graphics 		
JULY/AUGUST Ad Close: 7/10/2024 Materials Due: 7/15/2024	<ul style="list-style-type: none"> Theme: Hospitality Cover Story: Luxurious Accommodations: Transforming Hotel Interiors Feature: Tasty Design: Restaurant Makeovers Event Coverage: PRINTING United Program and Event Preview Sales & Marketing: Engaging Customers with Open Houses Sign/Graphics: Window Graphics Industrial: Laminate Flooring: The Opportunity at Your Feet Garment & Textiles: Upholstery and Textiles 		<ul style="list-style-type: none"> Wide-Format Summit, Aventura, FL, July 29-31, 2024 PRINTING United, Las Vegas, NV, September 10-12, 2024
SEPTEMBER/OCTOBER Ad Close: 9/9/2024 Materials Due: 9/12/2024	<ul style="list-style-type: none"> Theme: Ideas & Innovation Cover Story: The Idea Issue: Top Trends in Wide-Format You Can't Afford to Ignore Feature: The Innovators: Recognizing Best in Class Companies Event Coverage: <ul style="list-style-type: none"> • PRINTING United New Products Preview • Key Takeaways from Wide-Format Summit Operations: Boosting Operational Efficiencies: Prepress and Color Management Technology: UV 		<ul style="list-style-type: none"> PRINTING United, Las Vegas, NV, September 10-12, 2024
NOVEMBER/DECEMBER Ad Close: 11/8/2024 Materials Due: 11/13/2024	<ul style="list-style-type: none"> Theme: Education Cover Story: Graphics Go Back to School Features: <ul style="list-style-type: none"> • Bridging the Gap: Connecting with the Next Generation • Promotional Products and the Education Market • Rising Stars Event Coverage: Key Takeaways from PRINTING United Technology: Dye-Sub / Direct Print Sign/Graphic: Backlit Signage / SEG Industrial: Awards and Engraving 		