

	JAN FEB AD CLOSE: 12/2/20 MATERIAL CLOSE: 12/15/20	MAR. APR AD CLOSE: 2/26/21 MATERIAL CLOSE: 3/5/21	MAY SPECIAL ISSUE AD CLOSE: 3/19/21 MATERIAL CLOSE: 3/26/21 “Signature Edition” - this special issue will be led by an important industry leader who will serve as editor in chief.	MAY JUN AD CLOSE: 4/23/21 MATERIAL CLOSE: 4/30/21
CITIES	Small Town	Southeast		Northeast
VIDEO	Project Tours One-On-Ones Key Social Issue Products in Action	Project Tours One-On-Ones Key Social Issue Products in Action		Project Tours One-On-Ones Key Social Issue Products in Action
PODCAST	Key Interviews Roundtable Weekly Series	Key Interviews Roundtable Weekly Series		Key Interviews Roundtable Weekly Series
Janus Series	alarms (issues) design (arch) build (team) own (owners) career	alarms (issues) design (arch) build (team) own (owners) career		alarms (issues) design (arch) build (team) own (owners) career
OCCUPANT	Analysis of Target Occupant Groups - Behaviors, Desires, etc.	Analysis of Target Occupant Groups - Behaviors, Desires, etc.		Analysis of Target Occupant Groups - Behaviors, Desires, etc.
PRODUCTS	Boilers/Water Heaters Building Automation/Energy Management & Control Ceiling Products Doors/Entryways/Hardware Electrical Systems/Wiring/Cables/UPS/Power/Panels	Elevators/Escalators/Stairs/Fire Escapes & Hatches Exteriors/Siding/Cladding/Brick/Stone FF&E: Furnishings, Fixtures & Equipment Fire/Life Safety Flooring Products		HVAC/Mechanical Equipment Interior Surfaces/Tiles/Stone Composites/Marble/Granite Landscaping/Site Amenities/Lighting Lighting/Signage/Emergency Lighting Paint/Coatings
CASE STUDIES	Airports Education Government/Municipal Sports Facilities	Healthcare Hospitality Hotels Sports Facilities		Military Mixed Use Multi-Family Sports Facilities
CAREER	Research Trends/Opportunities Mentoring/Mentors	Research Trends/Opportunities Mentoring/Mentors		Research Trends/Opportunities Mentoring/Mentors
BUSINESS	Decisions that increase the per sq. ft value of a project	Leveraging suppliers' knowledge and offerings to achieve beyond vision goals		Increasing your value as the architect to your Owner/Developer clients
CULTURE	Outside of the built environment inspirations	Outside of the built environment inspirations		Outside of the built environment inspirations
LEAD-GEN	Contest eLearning Target Introductions	Contest eLearning Target Introductions		Contest eLearning Target Introductions
RESEARCH	Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Education Needs	Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Most Trusted Cos.		Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Brand Perception
EVENT	TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables	TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables		TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables
BONUS	Virtual Events You May Have Missed	Virtual Events You May Have Missed		TBD

EDITORIAL CALENDAR 2021

	JUL.AUG AD CLOSE: 6/25/21 MATERIAL CLOSE: 7/2/21	OCTOBER SPECIAL ISSUE	SEP.OCT AD CLOSE: 8/27/21 MATERIAL CLOSE: 9/3/21	NOV DEC AD CLOSE: 10/29/21 MATERIAL CLOSE: 11/5/21
CITIES	Midwest		Northwest	West
VIDEO	Project Tours One-On-Ones Key Social Issue Products in Action	AD CLOSE: 9/24/21 MATERIAL CLOSE: 10/1/21	Project Tours One-On-Ones Key Social Issue Products in Action	Project Tours One-On-Ones Key Social Issue Products in Action
PODCAST	Key Interviews Roundtable Weekly Series		Key Interviews Roundtable Weekly Series	Key Interviews Roundtable Weekly Series
Janus Series	alarms (issues) design (arch) build (team) own (owners) career	“Signature Edition” - this special issue will be led by an important industry leader who will serve as editor in chief.	alarms (issues) design (arch) build (team) own (owners) career	alarms (issues) design (arch) build (team) own (owners) career
OCCUPANT	Analysis of Target Occupant Groups - Behaviors, Desires, etc.		Analysis of Target Occupant Groups - Behaviors, Desires, etc.	Analysis of Target Occupant Groups - Behaviors, Desires, etc.
PRODUCTS	Plumbing/Washroom Fixtures/ Piping Roofing/Insulation/Waterproofing Structural/Wood & Steel Framing/ Joists/Trusses Textiles/Fabrics		Wall Systems and Products Windows/Glazing Products/ Skylights Boilers/Water Heaters Building Automation/Energy Management & Control Ceiling Products	Doors/Entryways/Hardware Electrical Systems/Wiring/Cables/ UPS/Power/Panels Elevators/Escalators/Stairs/Fire Escapes & Hatches Exteriors/Siding/Cladding/Brick/ Stone FF&E: Furnishings, Fixtures & Equipment
CASE STUDIES	Office Recreational Restaurant		Retail Shopping Centers Sports Facilities	Firms experiencing exponential growth
CAREER	Research Trends/Opportunities Mentoring/Mentors		Research Trends/Opportunities Mentoring/Mentors	Key Companies and Individuals to watch and why
BUSINESS	Why diverse workplaces and personal lives enhance the value of your enterprise and life		Underutilized opportunities for growth	Communication Tools
CULTURE	Outside of the built environment inspirations		Outside of the built environment inspirations	Outside of the built environment inspirations
LEAD-GEN	Contest eLearning Target Introductions		Contest eLearning Target Introductions	Contest eLearning Target Introductions
RESEARCH	Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Most Trusted Cos.		Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Brand Perception	Audience Pulse Study Ad-Performance Study Weekly Pulse Custom Reports Hot Topics
EVENT	TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables		TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables	TBD: Building Tour TBD: Pub Networking TBD: Research Roundtables
BONUS	TBD		TBD	TBD