

WALLS & CEILINGS Editorial Calendar 2021

	January	February	March	April	May	June
Ad close	12/1	1/5	2/2	3/2	4/6	5/4
Materials Due	12/8	1/12	2/9	3/9	4/13	5/11
Issue Themes	Exterior Products (Stucco, EIFS, Coatings, Sheathing) FRP Wall Panels Spray Foam Insulation ICFs/SIPs Spec Sheets	 Top 25 Insulation Contractors Ceilings Steel Framing Multifamily Housing	Gypsum Sheathing Intumescent Fireproofing Plaster Techniques Wall/Roof Transitions	 2021 Convention Companion Construction Software Interior Products Air/Vapor Barriers	 Top Ceilings/Acoustical Contractors High Performance Building Envelope Soundproofing Waterproofing/Rainscreen	Drywall Innovations GFRC (Glass Fiber Reinforced Concrete) Continuous Insulation Fireproofing/Firestop Company Spotlight
Product Focus	Sealants & Adhesives	Lasers	Rainscreen	Insulation	Framing Systems	ICFs/SIPs
Digital Opportunities	Digital Edition Sponsorship Video Spotlight eBlast	Digital Edition Sponsorship Product/Technology Buzz Guide	Digital Edition Sponsorship	Digital Edition Sponsorship Video Spotlight eBlast	Digital Edition Sponsorship Product/Technology Buzz Guide	Digital Edition Sponsorship
Trade Shows		FWCCA Executive Committee Meeting, TBA IBS, February 9-11, VIRTUAL	IIBEC, March 4-9, 2021, Phoenix, AZ	AWCI, April 10-14, New Orleans CISCA, April 10-14, New Orleans INTEX Expo, April 13-14, New Orleans NWCB, April 29-May 1, Huntington Beach, CA	2021 EIMA Annual Meeting, May 11-13, 2021, location TBD	TLPCA, TBA World of Concrete, June 8-10, Las Vegas AIA, June 16-19, Philadelphia, PA NFPA, June 22-25, Las Vegas
Custom Webinar	Exterior Wall Systems	Steel Framing	Exterior Metal Panels	Spray Foam Insulation	Waterproofing	Acoustic Wall Assemblies
Quiz	Fasteners	Waterproofing/Rainscreen	Construction Software	Drywall	Fireproofing/Firestop	EIFS
Focus On	Drywall Systems & Tools	Ceiling Systems	Fireproofing/Firestop	Air Barriers	Metal Wall Panels	Curved Framing Systems

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	July	August	September	October	November	December
Ad close	6/1	7/6	8/3	8/31	10/5	11/2
Materials Due	6/8	7/13	8/10	9/7	10/12	11/9
Issue Themes	 <p>W&C Industry Blue Book (2021-2022 Sourcebook) Adhesives/Sealants Jobsite Safety Panelization (Pre-Fab) Metal Exterior Wall Panels</p>	 <p>Top 50 Contractors Decorative Plaster Acoustics Smart Buildings (AI)</p>	<p>Insulation Decorative Ceilings GFRG (Glass Fiber Reinforced Gypsum) Stone Veneer</p>	<p>Steel Framing Fireproofing/Firestopping Curtain Wall Construction Software Remodeling</p>	<p>Stucco/EIFS Sustainable Products Housewrap/Weather Resistive Barriers Lasers</p>	 <p>Contractor of the Year Drywall & Drywall Tools Tilt-up/Precast Construction Faux Finishing</p>
Product Focus	Waterproofing/WRBs	Stucco/EIFS	Drywall & Accessories	Ceilings	Fasteners/Tools	Most Requested Products (Editor's Choice)
Digital Opportunities	Digital Edition Sponsorship Video Spotlight eBlast	Digital Edition Sponsorship Product/Technology Buzz Guide	Digital Edition Sponsorship	Digital Edition Sponsorship Video Spotlight eBlast	Digital Edition Sponsorship Product/Technology Buzz Guide	Digital Edition Sponsorship
Trade Shows	FWCCA , July 23-24, Orlando, FL		CONSTRUCT , Sept. 15-17, Aurora, CO (Denver) ICAA , Sept. 23-25, San Antonio	Remodeling Show , Oct. 7-8, Baltimore, MD ABAA , Oct. 20-21, Reston, VA	STAFDA , Nov. 7-9, Charlotte, NC Greenbuild , TBA	
Custom Webinar	Prefabrication and Modularization	Construction Software/Technology	Continuous Insulation	Multi-Family Housing Trends	Energy Efficient Building	Fireproofing/Firestop
Quiz	Tools	Ceilings	Lasers	Insulation	Steel Framing	Weather Resistive Barriers
Focus On	Trims & Reveals	Fasteners & Anchors	Prefab Construction	Stucco	Venetian Plaster	Multi-Family Housing