




# 2019 EDITORIAL CALENDAR

MONTH	ISSUE THEMES	PRODUCT FOCUS	DIGITAL OPPORTUNITIES	ADVERTISING SPECIALS/BONUS DISTRIBUTION
<b>JANUARY</b> AD CLOSE: 12/04/18 AD MATERIAL DUE: 12/11/18	Exterior Products (Stucco, EIFS, Coatings, Sheathing) ICFs/SIPs   Spray Foam   Spec Sheets	Fireproofing/Firestop	eNewsletters W&C Digital Edition Video Spotlight	<b>SPEC SHEET ISSUE (2 FOR 1)</b> World of Concrete, Jan. 22-25, Las Vegas SPFA, Feb. 4-7, Daytona Beach, Fla.
<b>FEBRUARY</b> AD CLOSE: 1/08/19 AD MATERIAL DUE: 1/15/19	Top 25 Insulation Contractors   Ceilings Continuous Insulation   Air Barriers	Beads and Trim	eNewsletters   eRock W&C Digital Edition Product/Technology Buzz Guide	<b>PRODUCT/TECHNOLOGY BUZZ GUIDE</b> IBS, Feb. 19-21, Las Vegas FWCCA Executive Conference, Feb. 13-14, Champions Gate, FL
<b>MARCH</b> AD CLOSE: 2/08/19 AD MATERIAL DUE: 2/15/19	Interior Products   Plaster Techniques Metal Framing   Construction Apps	Lasers	eNewsletters W&C Digital Edition Video Spotlight	RCI, March 14-19, Orlando, Fla. EIMA, March 20-22, Houston, TX NFCA Fireproofing Educational Conf. March 20-22, Orlando ABAA, March 26-27, Norfolk, VA NWCBC, April 4-6, Las Vegas
<b>APRIL</b> AD CLOSE: 3/08/19 AD MATERIAL DUE: 3/13/19	 2018 Convention Companion Gypsum Sheathing Spray Equipment Pre-fab Construction	Insulation	On eSite Show Dailies eNewsletters W&C Digital Edition	AWCI, April 22-26, National Harbor, Md. CISCA, April 22-26, National Harbor, Md. INTEX Expo, April 25-26, National Harbor, Md. AEC BuildTech, April 30-May 2, Rosemont, IL
<b>MAY</b> AD CLOSE: 4/05/19 AD MATERIAL DUE: 4/12/19	Top Ceiling/Acoustical Contractors   Continuous Insulation High Performance Building Envelope Waterproofing/Rainscreen	Drywall & Gypsum Sheathing	eNewsletters W&C Digital Edition Product/Technology Buzz Guide	<b>PRODUCT/TECHNOLOGY BUZZ GUIDE</b> AIA, June 6-8, Las Vegas
<b>JUNE</b> AD CLOSE: 5/10/19 AD MATERIAL DUE: 5/17/19	Company Spotlights   Drywall Innovations Acoustical Solutions   Building Wrap	ICFs/SIPs	eNewsletters eRock W&C Digital Edition	<b>COMPANY SPOTLIGHTS (2 FOR 1)</b> TLPCA, June 12-14, Grapevine, TX NFPA, June 17-20, San Antonio
<b>JULY</b> AD CLOSE: 6/03/19 AD MATERIAL DUE: 6/14/19	W&C Industry Blue Book (2019-2020 Directory)	Ceilings	eNewsletters W&C Digital Edition Video Spotlight	<b>FREE LISTING FOR ALL DISPLAY ADVERTISERS</b> FWCCA, July 11-13, Ponte Vedra, Fla.
<b>AUGUST</b> AD CLOSE: 7/11/19 AD MATERIAL DUE: 7/18/19	 Top 50 Contractors   Decorative Plaster Acoustics   Building Envelope	Waterproofing/WRBs Rainscreen	eNewsletters W&C Digital Edition Product/Technology Buzz Guide	<b>PRODUCT/TECHNOLOGY BUZZ GUIDE</b> OPCMIA International Convention, August 11-16, Las Vegas
<b>SEPTEMBER</b> AD CLOSE: 8/09/19 AD MATERIAL DUE: 8/16/19	Steel Framing   Fireproofing/Firestopping EIFS/Stucco   Women in Construction	Drywall Accessories	eNewsletters eRock W&C Digital Edition	CONSTRUCT, Oct. 9-11, National Harbor, MD METALCON, Oct. 16-18, Pittsburgh, PA
<b>OCTOBER</b> AD CLOSE: 9/06/19 AD MATERIAL DUE: 9/13/19	Insulation   Decorative Ceilings   Manufactured Stone Software   Trade Show Calendar (2020)	EIFS/Stucco	eNewsletters   W&C Digital Edition Video Spotlight	<b>TRADE SHOW CALENDAR (2020)</b> ICAA, October 10-12, Phoenix
<b>NOVEMBER</b> AD CLOSE: 10/04/19 AD MATERIAL DUE: 10/11/19	Sustainable Products   Tools & Software Remodeling/Restoration   Continuous Insulation	Fasteners/Tools	eNewsletters W&C Digital Edition Product/Technology Buzz Guide	<b>PRODUCT/TECHNOLOGY BUZZ GUIDE</b> The Remodeling Show, Nov. 6-8, Louisville STAFDA, Nov. 10-12, Nashville Greenbuild, Nov. 20-22, Atlanta
<b>DECEMBER</b> AD CLOSE: 11/08/19 AD MATERIAL DUE: 11/15/19	 Contractor of the Year   Drywall Joint Compound and Finishing Air & Vapor Barriers	Most Requested Products	eNewsletters eRock W&C Digital Edition	