2012 Editorial Calendar



	JANUARY	FEBRUARY/ MARCH	APRIL/ MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER /	/
Ad close	12-2-2011	1-30-2012	4-16-2012	5-25-2012	7-19-2012	9-12-2012	11-8-2012	
Materials due	12-12-2011	2-7-2012	4-24-2012	6-4-2012	7-27-2012	9-20-2012	11-19-2012	
Cover Feature Profile of a leading concrete contractor, detailing the company's success and how it got where it is today	•	•	•	•	•	SHOWCASE Annual pictorial product guide with hundreds of products — listed by photos and features — for concrete	•	
Feature Articles Throughout 2012, watch for special reports on the growing importance of sustainable construction.	Concrete cutting Technology	Anchoring Concrete paving	Finishing Repair	Formwork Concrete flooring	Tilt-up Sustainable construction	contractors	ICFs Pervious concrete	
Product Features	Mixers Skid steers	Rebar accessories Trowels	Pumps and placing equipment Screeds	Concrete attachments Vibrating equipment	Saws and blades Software and computer programs		Repair products Testing equipment	
Columns Challenging the System by Ward Malisch and Bruce Suprenant Legal Matters by Dave Whitlock Business 101 by Brad Humphrey	•	•	•	•	•		•	
Decorative Focus	Concrete polishing	Stains and colors	Stamps and stencils	Sealers	Countertops and precast forming		Overlays	
Bonus Distribution Trade Shows and Events	WOC, IBS, NPE, ARA			CFA	ASCC, TCA	STAFDA		
Supplements		POLISHING CONTRACTOR Spring 2012	POLISHING CONTRACTOR Summer 2012		CONTRACTOR Fall 2012 Sustainable CONSTRUCTION Fall 2012		POLISHING CONTRACTOR Winter 2013	