

2017 EDITORIAL CALENDAR

JAN/FEB

Ad Close: 12/5
Ad Due: 12/9

AQUATIC DESIGN PORTFOLIO

- **SPOTLIGHT:** Cardio Equipment
- Medical Fitness
- Locker Rooms
- Intramural Sports
- Athletic Field Maintenance

BONUS DISTRIBUTION:
IHRSA, NIRSA, AOAP

MARCH

Ad Close: 1/30
Ad Due: 2/3

THE BUYERS GUIDE

- 12-Month Sales Impact
- Featured Vendor Status Online
- Company Name Boldfaced
- Buyer Behavior Survey

BONUS DISTRIBUTION: All Major Shows

APRIL

Ad Close: 3/1
Ad Due: 3/6

THE 40th ANNIVERSARY ISSUE

Our industry then, now & into the future.

- Fitness Equipment
- Synthetic Turf
- Stadiums
- Aquatics

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IN EVERY ISSUE

New and Improved:

Details on the latest products hitting the market.

Product Spotlight:

Highlighting products aligned with each issue's designated topic.

Forward Progress:

The scoop on new athletic, fitness and recreation facility projects.

Design Details:

Celebrating the architectural touches that elevate the very best facilities.

The Owners Club:

Our health club column authored by successful club owners.

Legal Action:

Our legal experts break down pertinent cases affecting today's facility leaders.

Safety & Security:

Providing guidance to advance best practices in safety and security, in partnership with the National Center for Spectator Sports Safety & Security.

MAY

Ad Close: 3/31
Ad Due: 4/6

- **SPOTLIGHT:** Gymnasiums & Indoor Surfaces
- Aquatics: Safety
- Strength Training
- Outdoor Lighting
- Advanced Online Education

JUNE

Ad Close: 5/1
Ad Due: 5/5

30th ANNUAL ARCHITECTURAL SHOWCASE

This collection of new and innovative facility projects serves as inspiration for those planning their own building or renovation projects.

BONUS DISTRIBUTION: All Major Shows

JULY/AUG

Ad Close: 6/1
Ad Due: 6/6

THE BRANDING ISSUE

The products and equipment that help facilities define their brand.

- **SPOTLIGHT:** Locker Rooms & Laundry
- Athletic Facilities
- Recreation Facilities
- Health Clubs

SEPT

Ad Close: 8/1
Ad Due: 8/4

- **SPOTLIGHT:** Stadiums & Outdoor Surfaces
- Track and Field
- Fitness Programming
- Aquatics: Competition Pools
- Surveillance Technology
- Outdoor Adventure Courses

OCT

Ad Close: 8/30
Ad Due: 9/5

FACILITIES OF MERIT® AWARDS

- **SPOTLIGHT:** Weight Rooms & Strength Equipment
- Aquatics: Recreation
- Sports Tournaments
- Indoor Lighting
- AB Show Preview

BONUS DISTRIBUTION: NRPA

NOV/DEC

Ad Close: 10/2
Ad Due: 10/5

AB SHOW ISSUE

- **SPOTLIGHT:** Aquatic Components
- Scoreboards/Videoboards
- Practice Facilities
- Military Fitness
- Ice Rinks

BONUS DISTRIBUTION: AB Show, NFHS