

2021 CALENDAR



	January Ad Close: 12/3/2020 Materials due: 12/9/2020	February Ad Close: 1/6 Materials due: 1/12	March Ad Close: 2/4 Materials due: 2/10	April Ad Close: 3/5 Materials due: 3/11	May Ad Close: 4/6 Materials due: 4/12	June Ad Close: 5/5 Materials due: 5/11
Editorial Spotlight	2021 Industry Forecast	KBIS/IBS	Franchises	Water Quality	Leak Detection/Prevention	Water Heaters
Featured Topics	<ul style="list-style-type: none"> • Software • Mechanical Rooms • Plumbing Codes & Standards 	<ul style="list-style-type: none"> • Residential Bath & Kitchen • Pipe Relining • Boilers 	<ul style="list-style-type: none"> • Commercial Plumbing • Hydronics Systems • Fleet Management 	<ul style="list-style-type: none"> • Smart Home Plumbing • Backflow Prevention • Contractor Marketing 	<ul style="list-style-type: none"> • Faucets & Scald Prevention • Commercial Bathrooms 	<ul style="list-style-type: none"> • Rep of the Year • Drain Cleaning & Inspection • DHW Recirculation
Special Supplements					2021 Radiant Comfort Report – Spring Edition Oil Heat Cares	
Product Focus	<ul style="list-style-type: none"> • Products to Watch For in 2021 • PVF Products 	<ul style="list-style-type: none"> • KBIS/IBS Product Preview • 2020 Products of the Year 	<ul style="list-style-type: none"> • Water Heaters • Tools 	<ul style="list-style-type: none"> • Pumps • Toilets 	<ul style="list-style-type: none"> • Boilers/Heating Equipment • PVF 	<ul style="list-style-type: none"> • Water Filtration • Fire Protection Products
eBook Opportunities			Bath & Kitchen eBook 2021			Dave Yates Plumbing eBook Part #1
Digital Opportunities	New Products Multi-Sponsored eBlast	Multi-Sponsored VIDEO eBlast	Must-See Products Multi-Sponsored eBlast	Multi-Sponsored Focus on eBlast: Field Service Software	Multi-Sponsored VIDEO eBlast	Multi-Sponsored Webinar: Legionella – Building Water Safety
PM eNews (1x/Month)	Deploys the 16th of every month.	Deploys the 16th of every month.	Deploys the 16th of every month.	Deploys the 16th of every month.	Deploys the 16th of every month.	Deploys the 16th of every month.
Radiant & Hydronics eNews (2x/Month)	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.
Advertiser Bonus	FREE Matching 2nd Ad – any size!			FREE Matching 2nd Ad – any size!		
Tradeshow/Event Coverage		KBIS Virtual 2021 Feb 9-11 Online! WWETT Feb. 22-24, Indianapolis	Work Truck Show March 9-12, Indianapolis MCAA March 14-18, Orlando, FL		Eastern Energy Expo, TBD	NFPA Week of June 21, Las Vegas ASHRAE June 26-30, Phoenix, AZ
	July Ad Close: 6/4 Materials due: 6/10	August Ad Close: 7/7 Materials due: 7/13	September Ad Close: 8/6 Materials due: 8/12	October Ad Close: 9/7 Materials due: 9/13	November Ad Close: 10/7 Materials due: 10/13	December Ad Close: 11/5 Materials due: 11/11
Editorial Spotlight	Plumbing & Mechanical Tools	Residential Plumbing	Hydronic Heating	PHCC CONNECT Preview	Trucks & Accessories	2022 Industry Forecast
Featured Topics	<ul style="list-style-type: none"> • Commercial Water Heating • Troubleshooting Hydronic Systems • Touchless Faucets 	<ul style="list-style-type: none"> • Mechanical Contractor of the Year • Circulator Pumps • Drinking Water Quality 	<ul style="list-style-type: none"> • Building Codes & Standards • Radiant Snow Melt Systems • Smart Shower Systems 	<ul style="list-style-type: none"> • Residential Contractor of the Year • Hydronic & Electric Radiant • WaterSense Products 	<ul style="list-style-type: none"> • Tankless Water Heating • Fire-Suppression Systems 	<ul style="list-style-type: none"> • Plumbing Product Guide • Industrial PVF Product Guide • Hydronic Product Guide
Special Supplements				2021 PHCC Connect Show Guide – with Pre-Show eBlast!	2021 Radiant Comfort Report – Winter Edition	
Product Focus	<ul style="list-style-type: none"> • Made in the USA • Truck & Accessories 	<ul style="list-style-type: none"> • PVF • Radiant Products 	<ul style="list-style-type: none"> • Hydrants • Tank & Tankless 	<ul style="list-style-type: none"> • Quick Connect Products • Faucets & Sinks 	<ul style="list-style-type: none"> • Tools • Vehicles & Accessories 	<ul style="list-style-type: none"> • Toilets/Urinals • Food Disposers
eBook Opportunities			Dave Yates Plumbing eBook Part #2			2022 B.I.G. Book – Free basic listing for all advertisers
Digital Opportunities	Must-See Products Multi-Sponsored eBlast	Multi-Sponsored VIDEO eBlast	Multi-Sponsored Podcast: Tools	Must-See Products Multi-Sponsored eBlast	Multi-Sponsored Product Focus eBlast: Water Heating	Multi-Sponsored Product Focus eBlast: PVF/Piping Systems
PM eNews (1x/Month)	Deploys the 16th of every month.	Deploys the 16th of every month.	Deploys the 16th of every month.	Deploys the 16th of every month.	Deploys the 16th of every month.	Deploys the 16th of every month.
Radiant & Hydronics eNews (2x/Month)	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.
Advertiser Bonus		FREE Matching 2nd Ad – any size!			FREE Matching 2nd Ad – any size!	
Tradeshow/Event Coverage	QSC Power Meeting July 21-23, Sarasota, Florida			PHCC CONNECT Oct. 20-22, Kansas City, MO Service World Expo, TBD	ASA NETWORK Nov. 3-5, Las Vegas PMI, TBD Greenbuild, TBD	