

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	AHR Expo	KBIS/IBS	Franchises	Water Quality	Leak Detection/Prevention	Water Heaters
Featured Topics	<ul style="list-style-type: none"> 2021 Industry Forecast 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"> AHR Product Preview 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	AHR Pre-Show Multi-Sponsored eBlast AHR Expo Professional Booth Tour Video Package	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 Quarter Page Show Enhancer Product Release			FREE Matching 2nd Ad – any size!		
Tradeshow/Event Coverage	AHR Expo Jan 25-27, Chicago Bonus Print Distribution B&K Pro eBook printed copies	KBIS/IBS Feb. 9-11, Orlando WWETT Feb. 22-24, Indianapolis	Work Truck Show March 9-12, Indianapolis MCAA March 14-18, Orlando, FL QSC Power Meeting March 17-19, Sarasota, 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		Annual Bath & Kitchen eBook (Portrait Style)	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				PHCC CONNECT Oct. 20-22, Kansas City, MO Service World Expo, TBD	ASA NETWORK Nov. 3-5, Las Vegas PMI, TBD Greenbuild, TBD	



2020 EDITORIAL CALENDAR



PLUMBING & MECHANICAL

Nicole Krawcke is chief editor of *Plumbing & Mechanical* magazine. In addition to overseeing editorial content for *PM*, she produces the monthly *PM* eNews Report and bimonthly Radiant & Hydronics eNewsletters, and helps manage pmmag.com along with the brand's social media channels. She joined BNP in 2014 and served as business management editor and web editor for The NEWS. She has nine plus years of writing and editing experience and holds a bachelor's degree in Journalism from Michigan State University.



PLUMBING GROUP

Nadia Askar is the group multimedia editor for BNP Media's Plumbing Group. She is responsible for leading the direction of the brand's digital and social presence by ensuring the brand websites and social media outlets are consistently updated, and interacting with readers and followers. Askar joined BNP Media in November 2013.

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JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
June 5	July 7	Aug 7	Sept 4	Oct 7	Nov 6
June 11	July 13	Aug 13	Sept 11	Oct 13	Nov 12
<u>Plumbing & Mechanical Tools</u>	<u>Mechanical Contractor of the Year</u>	<u>Hydronic Heating</u>	<u>Residential Contractor of the Year</u>	<u>Trucks & Accessories</u>	<u>2021 B.I.G. Book</u>
Drinking Water Quality	Circulator Pumps	Pipe Repair/PHCC Convention	Uniforms	Tankless Water Heating	Plumbing Product Guide
Commercial Water Heating	High Efficiency Commercial Boilers	Building Codes & Standards	Fire-Suppression Systems	Fleet Tracking	Industrial PVF Product Guide
Troubleshooting Hydronic Systems	High-Efficiency Residential Boilers	Radiant Snow Melt Systems	Hydronic & Electric Radiant	2020 RCR Winter Edition	Hydronic Product Guide
Smart Toilets, Showers & Faucets	Bathroom Venting	Shower Systems/Luxury Bath & Kitchen Products	WaterSense Products	Sinks/Faucets/Toilets	Food Disposers
Made in the USA	Pipe, Valves & Fittings	Hydrants	Water Heaters	Vehicles & Accessories	Toilets, urinals
ADSCORE Study – Free to advertisers with a half-page or larger ad	Free Bonus page for full-page advertisers	PHCC CONNECT, Sept. 30-Oct. 2, Dallas Service World Expo, Sept. 22-24, Tampa, Florida	ASA NETWORK, Oct. 7-9, Chicago	PMI, Nov. 9-12 Greenbuild, Nov. 4-6, San Diego 2020 Radiant Comfort Report Winter Edition 2020 Green Plumbing & Heating Report	Free basic listing in 2021 B.I.G. Book for all 2020 advertisers

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