



EDITORIAL CALENDAR

WIDE-FORMAT IMPRESSIONS 2024 EDITORIAL CALENDAR

MONTH	FEATURES	RESEARCH	BONUS DISTRIBUTION
JANUARY/FEBRUARY Ad Close: 1/8/2024 Materials Due: 1/11/2024	<ul style="list-style-type: none"> ■ Theme: Renewal & Growth ■ Cover Story: Economic Outlook 2024 ■ Features: <ul style="list-style-type: none"> • Sign Legislation for 2024 • Top WF Print Producers • Growth Opportunities in 2024 ■ Operations: M&A Activity & Trends ■ Industrial: The State of Industrial Print 	<ul style="list-style-type: none"> ■ 2024 Hot Markets Report 	
MARCH/APRIL Ad Close: 3/8/2024 Materials Due: 3/13/2024	<ul style="list-style-type: none"> ■ Theme: Retail ■ Cover Story: The Evolving Retail Landscape — What You Need to Know ■ Feature: Branding A Retail Space ■ Technology: Cutting & Routing ■ Sign/Graphics: Floor Graphics ■ Garment & Textiles: Textiles & Apparel 		
MAY/JUNE Ad Close: 5/7/2024 Materials Due: 5/10/2024	<ul style="list-style-type: none"> ■ Theme: Inspiration ■ Cover Story: Inspiring our Industry: The People Making a Difference ■ Feature: Bringing Out the Big Guns: Over-the-Top Wide-Format Projects ■ Event Coverage: Preview of Wide-Format Summit ■ Operations: Contingency Planning ■ Technology: Building a Better Workflow ■ Sign/Graphics: OOH and 3D Graphics 		
JULY/AUGUST Ad Close: 7/10/2024 Materials Due: 7/15/2024	<ul style="list-style-type: none"> ■ Theme: Hospitality ■ Cover Story: Luxurious Accommodations: Transforming Hotel Interiors ■ Feature: Tasty Design: Restaurant Makeovers ■ Event Coverage: PRINTING United Program and Event Preview ■ Sales & Marketing: Engaging Customers with Open Houses ■ Sign/Graphics: Window Graphics ■ Industrial: Laminate Flooring: The Opportunity at Your Feet ■ Garment & Textiles: Upholstery and Textiles 		<ul style="list-style-type: none"> ■ Wide-Format Summit, Aventura, FL, July 29-31, 2024 ■ PRINTING United, Las Vegas, NV, September 10-12, 2024
SEPTEMBER/OCTOBER Ad Close: 9/9/2024 Materials Due: 9/12/2024	<ul style="list-style-type: none"> ■ Theme: Ideas & Innovation ■ Cover Story: The Idea Issue: Top Trends in Wide-Format You Can't Afford to Ignore ■ Feature: The Innovators: Recognizing Best in Class Companies ■ Event Coverage: <ul style="list-style-type: none"> • PRINTING United New Products Preview • Key Takeaways from Wide-Format Summit ■ Operations: Boosting Operational Efficiencies: Prepress and Color Management ■ Technology: UV 		<ul style="list-style-type: none"> ■ PRINTING United, Las Vegas, NV, September 10-12, 2024
NOVEMBER/DECEMBER Ad Close: 11/8/2024 Materials Due: 11/13/2024	<ul style="list-style-type: none"> ■ Theme: Education ■ Cover Story: Graphics Go Back to School ■ Features: <ul style="list-style-type: none"> • Bridging the Gap: Connecting with the Next Generation • Promotional Products and the Education Market • Rising Stars ■ Event Coverage: Key Takeaways from PRINTING United ■ Technology: Dye-Sub / Direct Print ■ Sign/Graphic: Backlit Signage / SEG ■ Industrial: Awards and Engraving 		