



EDITORIAL CALENDAR

PRINTING IMPRESSIONS 2020 EDITORIAL CALENDAR

MONTH	FEATURES	BONUS DISTRIBUTION
JANUARY Ad Close: Dec. 20, 2019 Materials Due: Dec. 26, 2019	<ul style="list-style-type: none">■ Top 25 “Hot Markets for Print Demand” Annual Forecast■ 2020 Economic Outlook and Key Legislative Issues on Capitol Hill■ Convergence Case Studies: Expansion Into New Markets	
FEBRUARY Ad Close: Jan. 14, 2020 Materials Due: Jan. 20, 2020	<ul style="list-style-type: none">■ Succession Planning for the Next Generation■ Profiles of Young Industry Up-and-Comers■ Convergence Case Studies: Expansion Into New Markets	
MARCH Ad Close: Feb. 14, 2020 Materials Due: Feb. 20, 2020	<ul style="list-style-type: none">■ Opportunities for Commercial Printers in Wide-Format Output■ Preview to Inkjet Summit 2020■ Convergence Case Studies: Expansion Into New Markets	<ul style="list-style-type: none">■ Inkjet Summit 2020, April 20-22, Austin, Texas
APRIL Ad Close: March 16, 2020 Materials Due: March 20, 2020	<ul style="list-style-type: none">■ Benefits of Web-to-Print Workflows and Online Storefronts■ State of Industry M&A Activity: What’s Hot, What’s Not■ Convergence Case Studies: Expansion Into New Markets	
MAY Ad Close: April 13, 2020 Materials Due: April 17, 2020	<ul style="list-style-type: none">■ Adding Value with Enhancements and Digital Embellishments■ Preview of drupa 2020■ Beyond Print Buyers: Selling to Marketers, Brand Owners and C-Level Execs■ Convergence Case Studies: Expansion Into New Markets	
JUNE Ad Close: May 13, 2020 Materials Due: May 18, 2020	<ul style="list-style-type: none">■ Growth Opportunities for Commercial Printers in Packaging■ Key Takeaways from Inkjet Summit 2020 Special Section■ Convergence Case Studies: Expansion Into New Markets	
JULY Ad Close: June 10, 2020 Materials Due: June 15, 2020	<ul style="list-style-type: none">■ Profiles of 2020 <i>Printing Impressions</i>/RIT Printing Industry Hall of Fame Inductees■ Managing Clients’ Color Expectations Across Digital/Offset Platforms■ Post-show Report of drupa 2020■ Convergence Case Studies: Expansion Into New Markets	
AUGUST Ad Close: July 13, 2020 Materials Due: July 17, 2020	<ul style="list-style-type: none">■ <i>Printing Impressions</i> Top 100 Print Buyers Rankings and Analysis■ Mastering Data Management to Power Your Business■ Convergence Case Studies: Expansion Into New Markets	
SEPTEMBER Ad Close: Aug. 17, 2020 Materials Due: Aug. 21, 2020	<ul style="list-style-type: none">■ 2020 Gold Ink Award Winners Special Section■ Preview to PRINTING United■ Convergence Case Studies: Expansion Into New Markets	<ul style="list-style-type: none">■ PRINTING United, Oct. 21-23, Atlanta
OCTOBER Ad Close: Sept. 18, 2020 Materials Due: Sept. 24, 2020	<ul style="list-style-type: none">■ PRINTING United Show Issue■ Innovators: Recognizing Best-in-Class Companies & the Innovator of the Year■ PRINTING United New Product Showcase■ Convergence Case Studies: Expansion Into New Markets	<ul style="list-style-type: none">■ PRINTING United, Oct. 21-23, Atlanta
NOVEMBER Ad Close: Oct. 12, 2020 Materials Due: Oct. 16, 2020	<ul style="list-style-type: none">■ Cost Justification and TCO Considerations for Production Inkjet Presses■ LED-UV Advancements in the Offset Pressroom■ Convergence Case Studies: Expansion Into New Markets■ Key Takeaways and Post-Show Coverage of PRINTING United	
DECEMBER Ad Close: Nov. 11, 2020 Materials Due: Nov. 16, 2020	<ul style="list-style-type: none">■ 37th Annual <i>Printing Impressions</i> 400 & Who’s Who in Printing■ Fast-Track Companies on the <i>Printing Impressions</i> 400■ 2021 Outlook and Rankings of Print Market Leaders in Key Segments	