



# EDITORIAL CALENDAR

## PRINTING IMPRESSIONS 2020 EDITORIAL CALENDAR

MONTH	FEATURES	BONUS DISTRIBUTION
<b>JANUARY</b> Ad Close: Dec. 20, 2019 Materials Due: Dec. 26, 2019	<ul style="list-style-type: none"> <li>■ Top 25 “Hot Markets for Print Demand” Annual Forecast</li> <li>■ 2020 Economic Outlook and Key Legislative Issues on Capitol Hill</li> <li>■ Convergence Case Studies: Expansion Into New Markets</li> </ul>	
<b>FEBRUARY</b> Ad Close: Jan. 14, 2020 Materials Due: Jan. 20, 2020	<ul style="list-style-type: none"> <li>■ Succession Planning for the Next Generation</li> <li>■ Profiles of Young Industry Up-and-Comers</li> <li>■ Convergence Case Studies: Expansion Into New Markets</li> </ul>	
<b>MARCH</b> Ad Close: Feb. 14, 2020 Materials Due: Feb. 20, 2020	<ul style="list-style-type: none"> <li>■ Opportunities for Commercial Printers in Wide-Format Output</li> <li>■ Preview to Inkjet Summit 2020</li> <li>■ Convergence Case Studies: Expansion Into New Markets</li> </ul>	
<b>APRIL</b> Ad Close: March 16, 2020 Materials Due: March 20, 2020	<ul style="list-style-type: none"> <li>■ Benefits of Web-to-Print Workflows and Online Storefronts</li> <li>■ State of Industry M&amp;A Activity: What’s Hot, What’s Not</li> <li>■ Convergence Case Studies: Expansion Into New Markets</li> </ul>	
<b>MAY</b> Ad Close: April 13, 2020 Materials Due: April 17, 2020	<ul style="list-style-type: none"> <li>■ Adding Value with Enhancements and Digital Embellishments</li> <li>■ Beyond Print Buyers: Selling to Marketers, Brand Owners and C-Level Execs</li> <li>■ Convergence Case Studies: Expansion Into New Markets</li> </ul>	
<b>JUNE</b> Ad Close: May 13, 2020 Materials Due: May 18, 2020	<ul style="list-style-type: none"> <li>■ Growth Opportunities for Commercial Printers in Packaging</li> <li>■ Key Takeaways from Inkjet Summit 2020 Special Section</li> <li>■ Convergence Case Studies: Expansion Into New Markets</li> </ul>	
<b>JULY</b> Ad Close: June 10, 2020 Materials Due: June 15, 2020	<ul style="list-style-type: none"> <li>■ Cost Justification and TCO Considerations for Production Inkjet Presses</li> <li>■ Profiles of 2020 <i>Printing Impressions</i>/RIT Printing Industry Hall of Fame Inductees</li> <li>■ Managing Clients’ Color Expectations Across Digital/Offset Platforms</li> <li>■ Convergence Case Studies: Expansion Into New Markets</li> </ul>	<ul style="list-style-type: none"> <li>■ Inkjet Summit 2020, August 17-19, Austin, Texas</li> </ul>
<b>AUGUST</b> Ad Close: July 13, 2020 Materials Due: July 17, 2020	<ul style="list-style-type: none"> <li>■ <i>Printing Impressions</i> Top 100 Print Buyers Rankings and Analysis</li> <li>■ Mastering Data Management to Power Your Business</li> <li>■ Convergence Case Studies: Expansion Into New Markets</li> </ul>	
<b>SEPTEMBER</b> Ad Close: Aug. 17, 2020 Materials Due: Aug. 21, 2020	<ul style="list-style-type: none"> <li>■ 2020 Gold Ink Award Winners Special Section</li> <li>■ Preview to PRINTING United</li> <li>■ Convergence Case Studies: Expansion Into New Markets</li> <li>■ Key Takeaways from Inkjet Summit 2020 Special Section</li> </ul>	<ul style="list-style-type: none"> <li>■ PRINTING United, Oct. 21-23, Atlanta</li> </ul>
<b>OCTOBER</b> Ad Close: Sept. 18, 2020 Materials Due: Sept. 24, 2020	<ul style="list-style-type: none"> <li>■ PRINTING United Show Issue</li> <li>■ Innovators: Recognizing Best-in-Class Companies &amp; the Innovator of the Year</li> <li>■ PRINTING United New Product Showcase</li> <li>■ Convergence Case Studies: Expansion Into New Markets</li> </ul>	<ul style="list-style-type: none"> <li>■ PRINTING United, Oct. 21-23, Atlanta</li> </ul>
<b>NOVEMBER</b> Ad Close: Oct. 12, 2020 Materials Due: Oct. 16, 2020	<ul style="list-style-type: none"> <li>■ Key Takeaways and Post-Show Coverage of PRINTING United</li> <li>■ LED-UV Advancements in the Offset Pressroom</li> <li>■ Convergence Case Studies: Expansion Into New Markets</li> </ul>	
<b>DECEMBER</b> Ad Close: Nov. 11, 2020 Materials Due: Nov. 16, 2020	<ul style="list-style-type: none"> <li>■ 37th Annual <i>Printing Impressions</i> 400 &amp; Who’s Who in Printing</li> <li>■ Fast-Track Companies on the <i>Printing Impressions</i> 400</li> <li>■ 2021 Outlook and Rankings of Print Market Leaders in Key Segments</li> </ul>	