



EDITORIAL CALENDAR

PRINTING IMPRESSIONS 2021 EDITORIAL CALENDAR

MONTH	FEATURES	BONUS DISTRIBUTION
JANUARY Ad Close: Dec. 18, 2020 Materials Due: Dec. 23, 2020	<ul style="list-style-type: none"> ■ Top 25 “Hot Markets for Print Demand” Annual Forecast ■ 2021 Economic Outlook and Key Legislative Issues on Capitol Hill ■ Convergence Case Studies: Expansion Into New Markets 	
FEBRUARY Ad Close: Jan. 15, 2021 Materials Due: Jan. 20, 2021	<ul style="list-style-type: none"> ■ Adding Value With Enhancements and Digital Embellishments ■ Avoiding Binding/Finishing Bottlenecks in Short-Printing ■ Convergence Case Studies: Expansion into New Markets 	
MARCH Ad Close: Feb. 14, 2021 Materials Due: Feb. 18, 2021	<ul style="list-style-type: none"> ■ Profiles of Young Up-and-Comers in the Printing Industry ■ Staffing/Training Best Practices in Response to an Aging Workforce ■ Convergence Case Studies: Expansion into New Markets 	
APRIL Ad Close: March 16, 2021 Materials Due: March 19, 2021	<ul style="list-style-type: none"> ■ Growth Opportunities for Commercial Printers in Packaging ■ Paper Chase: Availability and New Developments in Printing Stocks ■ Convergence Case Studies: Expansion into New Markets 	
MAY Ad Close: April 12, 2021 Materials Due: April 15, 2021	<ul style="list-style-type: none"> ■ Benefits of Web-to-Print Workflows and Online Storefronts ■ Marketers and Brand Owners: Print Provider Requirements and How to Sell Them ■ Convergence Case Studies: Expansion into New Markets 	
JUNE Ad Close: May 14, 2021 Materials Due: May 17, 2021	<ul style="list-style-type: none"> ■ Cost Justification Considerations for Production Inkjet Presses ■ Preview to Inkjet Summit 2021 ■ Opportunities for Commercial Shops in Wide-Format Digital Printing 	<ul style="list-style-type: none"> ■ Inkjet Summit 2021, July 26-28, Austin, Texas
JULY Ad Close: June 9, 2021 Materials Due: June 14, 2021	<ul style="list-style-type: none"> ■ Profiles of 2021 <i>Printing Impressions</i>/RIT Printing Industry Hall of Fame Inductees ■ Managing Clients’ Color Expectations Across Multiple Platforms (Offset/Digital/Wide-Format) ■ Convergence Case Studies: Expansion into New Markets 	
AUGUST Ad Close: July 13, 2021 Materials Due: July 18, 2021	<ul style="list-style-type: none"> ■ <i>Printing Impressions</i> Top 100 Print Buyers for 2022 Ranking and Analysis ■ Preview to PRINTING United Expo ■ Convergence Case Studies: Expansion into New Markets 	<ul style="list-style-type: none"> ■ PRINTING United Expo, Oct. 6-9, Orlando, Florida
SEPTEMBER Ad Close: Aug. 17, 2021 Materials Due: Aug. 20, 2021	<ul style="list-style-type: none"> ■ Innovators: Recognizing Best-in-Class Companies ■ PRINTING United Expo New Product Showcase ■ Key Takeaways from Inkjet Summit 2021 Special Section 	<ul style="list-style-type: none"> ■ PRINTING United Expo, Oct. 6-9, Orlando, Florida
OCTOBER Ad Close: Sept. 17, 2021 Materials Due: Sept. 22, 2021	<ul style="list-style-type: none"> ■ 2021 Gold Ink Award Winners ■ State of Industry M&A Activity: What’s Hot, What’s Not ■ Convergence Case Studies: Expansion into New Markets 	
NOVEMBER Ad Close: Oct. 12, 2021 Materials Due: Oct. 15, 2021	<ul style="list-style-type: none"> ■ Key Takeaways and Post-Show Coverage of PRINTING United Expo 2021 ■ LED-UV Advancements in the Sheetfed Offset Pressroom ■ Convergence Case Studies: Expansion into New Markets 	
DECEMBER Ad Close: Nov. 18, 2021 Materials Due: Nov. 24, 2021	<ul style="list-style-type: none"> ■ 38th Annual <i>Printing Impressions</i> 400 & Who’s Who in Printing ■ Fast-Track Companies on the <i>Printing Impressions</i> 400 ■ Business Outlooks and Rankings of Sales Leaders in Key Print Markets 	