



EDITORIAL CALENDAR

PRINTING IMPRESSIONS 2023 EDITORIAL CALENDAR

MONTH	FEATURES	BONUS DISTRIBUTION
JANUARY Ad Close: 12/16/2022 Materials Due: 12/21/2022	<ul style="list-style-type: none"> Top 25 “Hot Markets” for Print Demand Annual Forecast Economic Outlook and Key Legislative Issues on Capitol Hill for 2023 The Paper Chase: Pricing, Availability, and Mill Allocations for Printing Grades 	
FEBRUARY Ad Close: 1/13/2023 Materials Due: 1/18/2023	<ul style="list-style-type: none"> Staffing/Training Best Practices and Ways to Attract Young People to Printing How the Labor Shortage is Driving Automation Adoption and Automated Workflows Succession Planning for Privately-Owned Printing Companies 	
MARCH Ad Close: 2/13/2023 Materials Due: 2/16/2023	<ul style="list-style-type: none"> Current State and Growth Forecast for the Production Inkjet Printing Market Preview to Inkjet Summit 2023 Avoiding Binding/Finishing Bottlenecks for Short-Run Digital Printing 	<ul style="list-style-type: none"> Inkjet Summit 2023, April 24-26, Austin, Texas
APRIL Ad Close: 3/17/2023 Materials Due: 3/22/2023	<ul style="list-style-type: none"> Adding Value with Digital Enhancements and Embellishments Technology Advancements in the Sheetfed Offset Pressroom Mastering Data Management to Power Your Printing/Mailing Business 	
MAY Ad Close: 4/13/2023 Materials Due: 4/18/2023	<ul style="list-style-type: none"> Benefits of Web-to-Print and Online Storefronts Marketers and Brand Owners: Print Provider Requirements and How to Sell to Them Managing Clients’ Color Expectations Across Multiple Platforms (Offset, Digital, Wide-Format) Creating New Revenue Stream with Promotional Products 	
JUNE Ad Close: 5/12/2023 Materials Due: 5/17/2023	<ul style="list-style-type: none"> Printing Impressions 65th Anniversary Special Edition A Trip Down Memory Lane Timeline of Key Printing Industry Advancements Key Takeaways from Inkjet Summit 2023 	
JULY Ad Close: 6/9/2023 Materials Due: 6/14/2023	<ul style="list-style-type: none"> Profiles of 2023 Printing Impressions/RIT Printing Industry Hall of Fame Inductees State of Printing Industry M&A Activity and Private Equity Investments Self-Diagnostics/Augmented Reality Adoption in Analog and Digital Pressrooms 	
AUGUST Ad Close: 7/14/2023 Materials Due: 7/19/2023	<ul style="list-style-type: none"> Printing Impressions Top 100 Print Buyers for 2024 Ranking and Expert Analysis Achieving Sustainability Throughout Your Printing Operation Driving Your Business Forward with MIS, CRM, ERP Software Integration 	
SEPTEMBER Ad Close: 8/15/2023 Materials Due: 8/20/2023	<ul style="list-style-type: none"> Preview to PRINTING United Expo 2023 Print Demand/Trends in Key Vertical Segments (Nonprofits, Healthcare, Retail, etc.) Expansion Opportunities for Commercial Printers in Wide-Format Digital Printing 	<ul style="list-style-type: none"> PRINTING United Expo 2023, Oct. 18-20, Atlanta, Georgia
OCTOBER Ad Close: 9/15/2023 Materials Due: 9/20/2023	<ul style="list-style-type: none"> Innovators: Recognizing Best-in-Class Printing Companies PRINTING United Expo 2023 New Product Showcase How Convergence Trends Are Redefining the Printing Industry 	<ul style="list-style-type: none"> PRINTING United Expo 2023, Oct. 18-20, Atlanta, Georgia
NOVEMBER Ad Close: 10/13/2023 Materials Due: 10/18/2023	<ul style="list-style-type: none"> Key Takeaways from PRINTING United Expo 2023 LED-UV Curing Advancements in the Sheetfed Offset Pressroom 2023 PREMIER Print Awards Winners 	
DECEMBER Ad Close: 11/18/2023 Materials Due: 11/22/2023	<ul style="list-style-type: none"> 40th Annual Printing Impressions 300 Ranking of the Largest Printing Companies Fast-Track Companies on the 2023 Printing Impressions 300 2024 Business Outlook/Trends for Key Vertical Market Segments 	