



# EDITORIAL CALENDAR

## PRINTING IMPRESSIONS 2024 EDITORIAL CALENDAR

MONTH	FEATURES	BONUS DISTRIBUTION
<b>JANUARY</b> Ad Close: 1/2/2024 Materials Due: 1/5/2024	<ul style="list-style-type: none"> <li>Top 25 “Hot Markets for Print Demand Annual Forecast</li> <li>Economic, Regulatory, Postal, and Legislative Outlook for 2024</li> <li>The Paper Chase: Current State of Consumables Pricing and Availability</li> </ul>	
<b>FEBRUARY</b> Ad Close: 1/22/2024 Materials Due: 1/25/2024	<ul style="list-style-type: none"> <li>Benefits of Web-to-Print and Digital Storefronts</li> <li>Selling Omnichannel Campaigns to Marketers/Brand Owners and C-level Execs</li> <li>Create New Revenue Streams with Promotional Products</li> </ul>	
<b>MARCH</b> Ad Close: 2/16/2024 Materials Due: 2/21/2024	<ul style="list-style-type: none"> <li>Attracting and Retaining Good Workers in a Tight Labor Market</li> <li>How the Labor Shortage Is Driving Automation and Workflow Efficiencies</li> <li>Succession Planning for the Next Generation</li> </ul>	
<b>APRIL</b> Ad Close: 3/18/2024 Materials Due: 3/21/2024	<ul style="list-style-type: none"> <li>Production Inkjet Printing State of the Market</li> <li>Does Digital Inkjet Output Complement Dry and Liquid Toner Alternatives?</li> <li>Avoiding Binding/Finishing Bottlenecks in Short-Run Digital Printing</li> </ul>	<ul style="list-style-type: none"> <li>Inkjet Summit 2024, April 22-24, Orlando, Florida</li> </ul>
<b>MAY</b> Ad Close: 4/13/2024 Materials Due: 4/18/2024	<ul style="list-style-type: none"> <li>Growth Opportunities for Commercial Printers in New Markets and Services</li> <li>Print Demand Trends in Key Vertical Segments (Nonprofits, Healthcare, Financial, Retail, etc.)</li> <li>Preview to drupa 2024</li> </ul>	
<b>JUNE</b> Ad Close: 5/13/2024 Materials Due: 5/16/2024	<ul style="list-style-type: none"> <li>Key Takeaways from Inkjet Summit 2024 Special Section</li> <li>Cost Justification and TCO Considerations for Production Inkjet Presses</li> <li>Managing Clients’ Color Expectations Across Print Platforms (Offset, Digital, Wide-format)</li> </ul>	
<b>JULY</b> Ad Close: 6/10/2024 Materials Due: 6/13/2024	<ul style="list-style-type: none"> <li>39th Annual <i>Printing Impressions</i> Printing Industry Hall of Fame Inductees</li> <li>Making Your Printing Business More Sustainable</li> <li>Mastering Data Management</li> </ul>	
<b>AUGUST</b> Ad Close: 7/15/2024 Materials Due: 7/18/2024	<ul style="list-style-type: none"> <li><i>Printing Impressions</i> Top 100 Print Buyers for 2025 Ranking and Analysis</li> <li>Preview to PRINTING United Expo 2024</li> <li>Printers Weigh in on Their Investment and Expansion Strategies</li> </ul>	
<b>SEPTEMBER</b> Ad Close: 8/16/2024 Materials Due: 8/21/2024	<ul style="list-style-type: none"> <li>PRINTING United Expo 2024 Show Issue</li> <li>Innovators: Recognizing Best-in-Class Printing Companies</li> <li>How Convergence Trends Are Redefining the Printing Industry</li> </ul>	<ul style="list-style-type: none"> <li>PRINTING United Expo 2024, Sept. 10-12, Las Vegas</li> </ul>
<b>OCTOBER</b> Ad Close: 9/13/2024 Materials Due: 9/18/2024	<ul style="list-style-type: none"> <li>Key Takeaways and Post-Show Coverage of PRINTING United Expo</li> <li>PRINTING United New Product Showcase</li> <li>State of Industry M&amp;A Activity: What’s Hot, What’s Not</li> </ul>	
<b>NOVEMBER</b> Ad Close: 10/18/2024 Materials Due: 10/23/2024	<ul style="list-style-type: none"> <li>Adding Value with Enhancements and Digital Embellishments</li> <li>LED-UV Advancements in the Offset Pressroom</li> <li>Developing More Efficient and Streamlined Workflows</li> </ul>	
<b>DECEMBER</b> Ad Close: 11/15/2024 Materials Due: 11/20/2024	<ul style="list-style-type: none"> <li>41st Annual <i>Printing Impressions</i> 300 &amp; Who’s Who in Printing</li> <li>Fast-Track Companies on the <i>Printing Impressions</i> 300 List</li> <li>2025 Outlook and Rankings of Market Leaders in Key Segments</li> </ul>	