2027 EDITORIAL CALENDAR

Contracting Business

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
THEME	**AHR Expo Preview**	**Software & Technology**	**Heat Pumps & Electrification**	**IAQ & Ventilation**	**Rooftop Units**	**Controls**
NEW PRODUCT/ TECHNOLOGY UPDATES	Refrigerant Valves & Fittings Residential Heat Pumps Commercial HVAC: RTUs, VRF/VRV	Residential Ducted Gas Furnaces Commercial Hydronic Equipment Residential Indoor Air Quality & Ventilation	Valves & Fittings Instruments & Test Equipment Commercial Unitary Equipment Motors & Drives	Air Filtration / Disinfection Equipment Residential Thermostats / Zoning Systems VRF Technologies	Humidifiers / Dehumidifiers Air Handlers / Blowers / Fans Grilles / Registers / Louvers	Commercial Controls / Thermostats Residential HVAC Compressors Portable / Spot Cooling Equipment
SPECIAL REPORTS	**AHR Expo Education & Product Review:** Residential & Commercial Heating, Ventilation, and Air Conditioning Products Roundup	The Data-Driven HVAC Business: Turning Field Data Into Better Decisions	**AHR Expo Post Show Report:** Education Sessions, New Products, and Special Brand Announcements	**2027 Residential AC Guide:** Features and benefits of the newest products from the leading manufacturers, including a special section for electric heat pumps.	**2027 Commercial Cooling Guide:** Features and benefits of the newest products from leading manufacturers. **Industry Events Report:** Highlights from the EGIA EPIC 2027 Conference and ACCA Conference & Expo	**2027 HVAC Executive Roundtable:** Select OEM's and refrigerant producers provide mid-year commentary on major industry issues, including: electrification and decarbonization; A2L refrigerants; and new product development.
RESIDENTIAL FEATURES/ CASE STUDIES	Repair vs. Replace: Building a More Profitable Service Strategy Building a Leadership Pipeline	**2027 HVACR Software Guide:** Technology and Software to Increase Efficiency and Grow Profits Branding 101 for HVAC Contractors	Industry Spotlight: Women to Watch in HVACR Organic Growth vs. Acquisition: Which Path Is Right	Lead Generation Best Practices Turning Service Calls Into Indoor Air Quality Opportunities	Turning Online Reviews Into a Competitive Advantage Should Your HVAC Company Add Plumbing or Electrical?	How Strong Contractor–Distributor Relationships Drive Business Growth
COMMERCIAL FEATURES/CASE STUDIES	Building Efficiency Case Studies The Rise of Commercial Financing	Cybersecurity for Mechanical Contractors	Commercial Controls and BMS Products	Wildfire Smoke: Preparing Commercial HVAC Systems Ventilation vs. Filtration: Solving the Right IAQ Problem	The Commercial HVAC Service Contract	Turning Building Data Into a Maintenance Revenue Stream
FOCUS ON REFRIGERATION	Refrigeration Basics	Variable Speed Compressors	CO2 Refrigeration Systems	Supermarket Case Studies: Projects and Products	Refrigeration Test Equipment	Cloud-Based Refrigeration Monitoring & Sensors
EXPERT COMMENTARY	**BUSINESS MANAGEMENT:** Matt Michel – Founder/Former CEO, Service Roundtable / Service Nation Alliance **SERVICE & SALES:** Alyssa Rogers, Vice President, Rogers Heating & Cooling **IAQ & VENTILATION:** David Richardson, Vice President of Training, and Adam Mufich, HVAC, Educator, NCI					
HVAC CHATS PODCAST SERIES	**Hosted by Head of Content Nicole Krawcke**, the "HVAC Chats" podcast offers business and industry insights to help heating and air conditioning contractors grow and manage their businesses.					
MANUFACTURER EXECUTIVE INSIGHTS	**Manufacturer Executive Q&A:** What's New, What's Next on the Technology and Regulatory Fronts					
BONUS DISTRIBUTION	AHR Expo (Chicago, IL) International Builders' Show (Las Vegas, NV)	Work Truck Week (Indianapolis, IN) ACCA Conf. & Expo (Washington D.C.) EGIA EPIC (Las Vegas, NV)	Central Valley Facilities Expo (Lodi, CA)	Southern California Facilities Expo (Anaheim, CA)	Northwest Facilities Expo (Portland, OR)	BOMA International Conf. & Expo (Nashville, TN)
AD CLOSE	**12/9/2026**	**1/5/2027**	**2/3/2027**	**3/2/2027**	**3/31/2027**	**5/11/2027**
MATERIAL DUE	**12/17/2026**	**1/13/2027**	**2/11/2027**	**3/10/2027**	**4/8/2027**	**5/19/2027**

2027 EDITORIAL CALENDAR

Contracting Business

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
THEME	**Data Center Cooling**	**Radiant & Hydronics**	**High Performance Buildings**	**Dual Fuel Systems**	**Tools of the Trade**	**Renewables: Geothermal & Solar**
NEW PRODUCTS/ TECHNOLOGY UPDATES	Commercial Geothermal Equipment Instruments & Test Equipment Heat Pumps	Valves & Fittings Air Filtration / Disinfection Equipment Residential Hydronic Equipment	Split / Mini Split Systems Motors & Drives Commercial Chillers	Software & Apps Air Handlers / Blowers / Fans Commercial Ductless / VRF	Humidifiers / Dehumidifiers Motors & Drives Tools & Accessories	Residential Geothermal Equipment Residential Heating Equipment Truck & Van Accessories
SPECIAL REPORTS	Air vs. Liquid Cooling: Understanding the Next Generation of Data Center HVAC	Recruiting the Next Generation: What Actually Attracts Young People to HVAC	**2027 Residential Heating Guide:** Features and benefits of the newest products from leading manufacturers.	Peak Demand, Grid Constraints and the Case for Dual Fuel	Creating a Career Path in HVAC: Attracting and retaining the next generation of HVAC employees	**2028 Market Outlook:** Trends, Training, and Growth Opportunities for HVAC Contracting Businesses
RESIDENTIAL FEATURES/CASE STUDIES	The Cost of a Missed Call: What HVAC Contractors Are Leaving on the Table	Communication Skills Every Residential HVAC Technician Needs Creating a Training Culture in a Busy HVAC Business	High Performance HVAC as a Profit Generator	AI-Powered Lead Follow-Up: Why Speed to Lead Matters	AI vs. Human CSRs: Finding the Right Balance for HVAC Call Centers	Exit Strategies for HVAC Contractors Business Planning for a Profitable Year
COMMERCIAL FEATURES/CASE STUDIES	Big Jobs: Data Centers and Mega Projects	The Commercial Hydronics Comeback: Where Modern Systems Make Sense	High Performance Buildings: Case Studies Highlighting VRF, Heat Pumps, Chillers, and Other Efficient Technologies	Designing Commercial Dual-Fuel Systems for Real-World Conditions	Using AI to Improve Commercial HVAC Proposals	Geothermal ROI: Can Incentives Change the Numbers
FOCUS ON REFRIGERATION	Refrigeration Lifecycle Management	Supermarket Refrigeration Service and Troubleshooting Best Practices	AI Troubleshooting in Refrigeration Systems	Commercial Refrigeration Systems	Refrigeration Training and Certification	Understanding Next Generation Refrigerants
EXPERT COMMENTARY	**BUSINESS MANAGEMENT**: Matt Michel – Founder/Former CEO, Service Roundtable / Service Nation Alliance **SERVICE & SALES:** Alyssa Rogers, Vice President, Rogers Heating & Cooling **IAQ & VENTILATION:** David Richardson, Vice President of Training, and Adam Mufich, HVAC, Educator, NCI					
HVAC CHATS PODCAST SERIES	Hosted by Head of Content Nicole Krawcke, the "HVAC Chats" podcast offers business and industry insights to help and air conditioning contractors grow and manage their businesses.					
MANUFACTURER EXECUTIVE INSIGHTS	**Manufacturer Executive Q&A:** What's New, What's Next on the Technology and Regulatory Fronts					
BONUS DISTRIBUTION		Reno Facilities Expo (Reno, NV)	Northern California Facilities Expo (TBA) Nexstar Network Super Meeting (TBA)	PHCC Connect (TBA) North Texas Facilities Expo (TBA)	Service World Expo (TBA)	HARDI Annual Conference (Orlando, FL)
AD CLOSE	**6/1/2027**	**7/7/2027**	**8/4/2027**	**9/1/2027**	**10/6/2027**	**11/1/2027**
MATERIAL DUE	**6/9/2027**	**7/15/2027**	**8/12/2027**	**9/9/2027**	**10/14/2027**	**11/9/2027**

2026 EDITORIAL CALENDAR

Contracting Business

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
THEME	**Data Center Cooling**	**Radiant Equipment & Systems**	**AI & IOT**	**High Performance Buildings**	**Tools of the Trade**	**Renewables: Geothermal & Solar**
NEW PRODUCTS/ TECHNOLOGY UPDATES	Commercial Geothermal Equipment Insturments & Test Equipment Heat Pumps	Valves & Fittings Air Filtration / Disinfection Equipment Residential Hydronic Equipment	Split / Mini Split Systems Motors & Drives Commercial Chillers	Software & Apps Air Handlers / Blowers / Fans Commercial Ductless / VRF	Humidifiers / Dehumidifiers Motors & Drives Tools & Accessories	Residential Geothermal Equipment Residential Heating Equipment Truck & Van Accessories
SPECIAL REPORTS	**Modernizing HVAC Trianing**: New mindset for apprenticeship and mentorship	**Value-Added Services as a Profit Generator**: Complementary services that increase revenue	**2026 Residential Heating Guide**: Features and benefits of the newest products from leading manufacturers.	**Quality Control**: Reducing callbacks and how to turn mistakes into wins	**HVAC Workforce Development**: Attracting and retaining the next generation of HVAC employees	**2027 Market Outlook**: Trends, training, and growth opportunities for HVAC contracting businesses
RESIDENTIAL FEATURES/CASE STUDIES	Exceptional Residential Installations: Projects and Products Sales Strategies	Sales Support Software The Role of the Residential HVAC Sales Manager	Managing Maintenance Programs Industry Spotlight: HVACR Young Guns	Flexible Financing Support AI and Automation	Smart Inventory Management Creating a Culture of Safety and Accountability	Dispatching Software Solar and Geothermal HVAC Installations
COMMERCIAL FEATURES/CASE STUDIES	Big Jobs: Data Centers and Mega Projects	Customer Service for Commercial Technicians	Remote Diagnostics and Intelligent Equipment	High Performance Buildings: Case studies highlighting VRF, Heat Pumps, Chillers, and other efficient technologies	Spotlight on Installation: Projects and Products	Decarbonization and Electrification Retrofits
FOCUS ON REFRIGERATION	Refrigerant Recycling and Reclamation Tips	Supermarket Refrigeration Service and Troubleshooting Best Practices	AI Troubleshooting and Maintenance in Refrigeration Systems	Refrigeration System Design Innovations	Refrgeration Training and Certification	Spotlight on CO2 Refrigerant Systems
EXPERT COMMENTARY	**BUSINESS MANAGEMENT**: Matt Michel – Founder/Former CEO, Service Roundtable / Service Nation Alliance **SERVICE & SALES:** Rogers, Vice President, Rogers Heating & Cooling **IAQ & VENTILATION:** David Richardson - Vice President of Training, and Adam Mufich, HVAC, Educator, NCI					
HVAC CHATS PODCAST SERIES	Hosted by Editor-in-Chief Nicole Krawcke, the "HVAC Chats" podcast offers business business and industry insights to help and air conditioning contractors grow and manage their businesses.					
MANUFACTURER EXECUTIVE INSIGHTS	**Manufacturer Executive Q&A:** What's New, What's Next on the Technology and Regulatory Fronts					
BONUS DISTRIBUTION		• Reno Facilities Expo (Reno, NV)	• Northern California Facilities Expo (Santa Clara, CA)	• PHCC Connect (TBA) • North Texas Facilities Expo (Irving, TX)		
AD CLOSE	**6/3/26**	**7/8/26**	**8/5/26**	**9/2/26**	**10/7/26**	**11/4/26**
MATERIAL DUE	**6/11/26**	**7/16/26**	**8/13/26**	**9/10/26**	**10/15/26**	**11/12/26**