

2021 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
FEATURES / SPECIAL REPORTS / CASE STUDIES	ASHRAE Winter Conference: Education Preview	ASHRAE Winter Conference: Education Report	Commercial HVAC: New Frontiers in Training	2021 Residential AC Guide (Splits & Mini-Splits)	Commercial Indoor Air Quality & Ventilation	Selecting the Right Field Management Software
			Residential HVAC: COVID-19, One Year Later; "No Contact" Sales Calls			Gaining an Edge with Home Comfort Programs
		Asset Protection Strategies	Commercial HVAC Retrofits	Residential HVAC: Performance Pay by the Numbers	Financial Tools to Repair & Maintain Your Budget: Decoding KPIs	Run Your Business Right, From the Start!
		Recruiting Strategies for the Residential Contractor	Residential Ductless Systems	Commercial HVAC: Customer Retention Strategies	Refrigerants Update	Commercial Rooftop Units and Air Handlers
COMMENTARIES	A Superior Level of Service: Charlie Greer	A Superior Level of Service: Charlie Greer	A Superior Level of Service: Charlie Greer	A Superior Level of Service: Charlie Greer	A Superior Level of Service: Charlie Greer	A Superior Level of Service: Charlie Greer
	The Rant: Matt Michel	The Last Word: Dominick Guarino	The Rant: Matt Michel	The Last Word: Dominick Guarino	The Rant: Matt Michel	The Last Word: Dominick Guarino
NEW PRODUCT / TECHNOLOGY UPDATES	<ul style="list-style-type: none"> 2021 New Product Launch Coverage IAQ Equipment & Systems 	<ul style="list-style-type: none"> Ducted Products & Systems Controls/Thermostats Software & Apps 	<ul style="list-style-type: none"> Valves & Fittings Instruments & Test Equipment Unitary Equipment 	<ul style="list-style-type: none"> Compressors Tools & Accessories Chemicals/Cleaners 	<ul style="list-style-type: none"> Ductless Products & Systems Filters/Cleaners Refrigerants 	<ul style="list-style-type: none"> Humidifiers/ Dehumidifiers Air Handlers/Blowers/Fans Grilles/Registers/Louvers
NEW IN 2021! HVACR DISTRIBUTION REPORT (MONTHLY UPDATE)	Contractors & Distributors: Common Goals for 2020	Market Outlook by HARDI	Contractors & Distributors: Partnering to Grow a Region	Inventory Management Innovations	Value Added Services	Developing Leaders
NEW IN 2021! LOW/MED TEMP REFRIGERATION (QUARTERLY UPDATE)			Refrigeration: Your "Favorite" Store Chain, and Why			Refrigeration: Updates on HFC Replacements
SUPPLEMENTS	Leaders in HVACR/ Hydronics Guide	NATE 1st Quarter Issue			NATE 2nd Quarter Issue	
VALUE ADD *1/2-PAGE OR LARGER ADVERTISER	Bonus 1/4-page Marketplace Ad*					
	Bonus Listing in Product E-newsletter*					
FREE BONUS PAGE FOR FULL-PAGE ADVERTISERS						
ISSUE CLOSE DATE	12/16/2020	1/19/2021	2/9/2021	3/9/2021	4/13/2021	5/10/2021
MATERIALS DUE DATE	12/22/2020	1/25/2021	2/15/2021	3/15/2021	4/19/2021	5/14/2021

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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FEATURES / SPECIAL REPORTS / CASE STUDIES	Business Software & Apps	Protecting Your Client Base	2021 Residential Heating Guide	Soliciting Feedback from Field Teams	The Value of Associations	Best Projects from 2021 - as submitted by CONTRACTORS
	Marketing Strategies & Tactics	More 'Top of Mind' Business Strategies		Generating Positive PR	A Team Approach to Business Planning	
	Home Automation Update	Commercial Ductless Systems	Unitary Systems	Tools & Test Instruments	Thermostats & Controls	Coils & Compressors
	Leading Contractors of the East	Leading Contractors of the South	Leading Contractors of the Midwest	Leading Contractors of the Southwest	Leading Contractors of the West	Jobsite Technology
COMMENTARIES	A Superior Level of Service: Charlie Greer	A Superior Level of Service: Charlie Greer	A Superior Level of Service: Charlie Greer	A Superior Level of Service: Charlie Greer	A Superior Level of Service: Charlie Greer	A Superior Level of Service: Charlie Greer
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NEW PRODUCT / TECHNOLOGY UPDATES	<ul style="list-style-type: none"> Controls/Thermostats Instruments & Test Equipment Heat Pumps 	<ul style="list-style-type: none"> Valves & Fittings Filters/Cleaners Software & Apps 	<ul style="list-style-type: none"> Split/Mini-Split Systems Compressors Motors & Drives 	<ul style="list-style-type: none"> Air Handlers/Blowers/Fans Ducted Products & Systems Unitary Equipment 	<ul style="list-style-type: none"> Humidifiers/Dehumidifiers Tools & Accessories Chillers 	<ul style="list-style-type: none"> Ductless Products & Systems Motors & Drives Trucks & Accessories
NEW IN 2021! HVACR DISTRIBUTION REPORT (MONTHLY UPDATE)	Software Management	Managing a Controls Business	Loyalty Programs	Commercial Product Opportunities	Wading into Hydronics	Branch Management
NEW IN 2021! LOW/MED TEMP REFRIGERATION (QUARTERLY UPDATE)			Refrigeration: Low/Medium Tech Update			Refrigeration: Remote Monitoring Tech Update
SUPPLEMENTS		NATE 3rd Quarter Issue			NATE 4th Quarter Issue	
VALUE ADD *1/2-PAGE OR LARGER ADVERTISER	Bonus 1/4-page Marketplace Ad*					
	Bonus Listing in Product E-newsletter*					
				FREE BONUS PAGE FOR FULL-PAGE ADVERTISERS		
BONUS DISTRIBUTION	PHCC Connect (Kansas City, MO)		Service World Expo (Louisville, KY)	EPIC 2021 (Las Vegas)		
				RSES Annual Conf. (TBA)		
ISSUE CLOSE DATE	6/14/2021	7/20/2021	8/9/2021	9/14/2021	10/12/2021	11/12/2021
MATERIALS DUE DATE	6/18/2021	7/26/2021	8/13/2021	9/20/2021	10/18/2021	11/18/2021