


2022 CONTENT CALENDAR

****IRE SPECIAL PRINT SUPPLEMENT****



-  Commercial
-  Residential

	JANUARY Ad Close: Dec. 1, 2021 Materials Due: Dec. 3, 2021	FEBRUARY Ad Close: Jan. 4 Materials Due: Jan. 5	MARCH Ad Close: Feb. 1 Materials Due: Feb. 4	APRIL Ad Close: Mar. 1 Materials Due: Mar. 4	MAY Ad Close: Apr. 1 Materials Due: Apr. 4	JUNE Ad Close: May 2 Materials Due: May 4
ISSUE THEMES	<ul style="list-style-type: none"> • New Arrivals • IRE 2022 Preview • Winter Maintenance <p>PRODUCT FOCUS TOPIC</p> <ul style="list-style-type: none">  Asphalt Shingles 	<ul style="list-style-type: none"> • State of the Industry • Top 10 Roofing Recreation Toys • Training & Education <p>PRODUCT FOCUS TOPIC</p> <ul style="list-style-type: none">  Cover Boards 	<ul style="list-style-type: none"> • Young Guns • Supply Line Check-in • IRE Coverage • Recruitment • Tools & Equipment <p>PRODUCT FOCUS TOPIC</p> <ul style="list-style-type: none">  Mechanized Equipment 	<ul style="list-style-type: none"> • Storm Preparation • Sustainability • Legacy Stories • Best Truck Wrap • Health-Spring Checkup <p>PRODUCT FOCUS TOPIC</p> <ul style="list-style-type: none">  Clean-up Recycling 	<ul style="list-style-type: none"> • Editor's Choice • Women to Watch in Roofing • Women's Safety Gear • Safety • Weather Watch <p>PRODUCT FOCUS TOPIC</p> <ul style="list-style-type: none">  Drones 	<ul style="list-style-type: none"> • Fathers & Sons • Supply Line Check-in • Exploring Warranties • Health-Heat Awareness • Ventilation <p>PRODUCT FOCUS TOPIC</p> <ul style="list-style-type: none">  Maintenance
> EDITORIAL EBLAST FOCUS ON	Low Slope	Coatings	Roofing Standards	<ul style="list-style-type: none"> • Sustainability • Low Slope 	Young Guns	<ul style="list-style-type: none"> • Coatings • Storm Preparedness • Beat the Heat
> EDITORIAL EBLAST SHOWCASE	<ul style="list-style-type: none">  Low Slope  Steep Slope 	<ul style="list-style-type: none">  Single-Ply  Underlayments 	<ul style="list-style-type: none">  Waterproofing/Coatings  Components/Accessories 	<ul style="list-style-type: none">  Low Slope  Steep Slope 	<ul style="list-style-type: none">  Shingles • Software and Apps 	<ul style="list-style-type: none">  Components/Accessories • Tools & Equipment
QUIZ	Know your Codes?	Test Your Roofing Knowledge	Low Slope	How Well Do You Know Solar?	Metal Roofing	Storm/Hurricane Knowledge
PODCAST/VIDEO/WEBINARS	<ul style="list-style-type: none"> • State of the Industry • IRE Preview 	<ul style="list-style-type: none"> • All Things IRE • Closing Techniques 	<ul style="list-style-type: none"> • Recruiting • Jobsite Safety 	<ul style="list-style-type: none"> • Sustainable/Resilience • Cyber Security 	<ul style="list-style-type: none"> • Insurance/Storm Prep. • New Products 	<ul style="list-style-type: none"> • Family Legacy • Work On Your Business
eNEWS DATES	Jan. 6; Jan. 20	Feb. 10; Feb. 24	March 10; March 24	April 7; April 21	May 5; May 19	June 9; June 23
INDUSTRY EVENTS	<p>SPRI Jan. 14, Cape Coral, Fla.</p> <p>CRCA Jan. 19, Chicago</p>	<p>IRE Feb. 1-5, New Orleans</p> <p>Win the Storm Feb. 14-16, Dallas</p>	<p>IIBEC March 17-21, Orlando</p>	<p>NRCA Roofing Day April 4-5, Washington D.C.</p>		

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 Commercial

 Residential

	JULY Ad Close: June 1 Materials Due: June 3	AUGUST Ad Close: July 1 Materials Due: July 6	SEPTEMBER Ad Close: Aug. 1 Materials Due: Aug. 3	OCTOBER Ad Close: Sep. 1 Materials Due: Sep. 5	NOVEMBER Ad Close: Oct. 3 Materials Due: Oct. 4	DECEMBER Ad Close: Nov. 1 Materials Due: Nov. 4
ISSUE THEMES	<ul style="list-style-type: none"> Technology Top Roof Consultant Made in USA Training & Education Software & Apps <p>PRODUCT FOCUS TOPIC  VR Visualizers</p>	<ul style="list-style-type: none"> Top 100 Roofing Side Hustles <p>PRODUCT FOCUS TOPIC  Underlayments</p>	<ul style="list-style-type: none"> Special Coatings Section Supply Line Check-in Weather Watch Financing Training & Education <p>PRODUCT FOCUS TOPIC  Credit/Financing Options</p>	<ul style="list-style-type: none"> Special Metal Section Winter Prep. Ventilation EOY Legal Trends 	<ul style="list-style-type: none"> Veterans/YG Alumni Fathers & Sons/Legacy Best of Success Preview Health-Winter Safety <p>PRODUCT FOCUS TOPIC  Solar</p>	<ul style="list-style-type: none"> Contractor of the Year/Directory Best of Success Coverage IRE Preview Commercial Roof Trends <p>PRODUCT FOCUS TOPIC  Ventilation</p>
> EDITORIAL EBLAST FOCUS ON	<ul style="list-style-type: none"> Codes & Standards FRSA Preview 	Vegetative Roofs	<ul style="list-style-type: none"> Contracts WRE Preview 	Winter Prep	Financing	Insurance
> MULTI-SPONSORED EBLAST SHOWCASE	<ul style="list-style-type: none">  Vegetative Roofs Roofing Products 	<ul style="list-style-type: none">  Coverboards/Insulation Safety 	<ul style="list-style-type: none">  Low Slope  Steep Slope 	<ul style="list-style-type: none">  Components/Accessories Metal 	<ul style="list-style-type: none">  Energy Efficient  Underlayments 	<ul style="list-style-type: none">  Coatings
QUIZ	Steep Slope	Are You Smarter Than An OSHA Inspector?	Spray Foam (SPF)	Legal Guru Test	Coatings	Who's on the List?
PODCAST/VIDEO/WEBINARS	<ul style="list-style-type: none"> Heat Wave Family Dynamics 	<ul style="list-style-type: none"> Crisis Management Women in Roofing 	<ul style="list-style-type: none"> Hurricane Season Diversity/Inclusion 	<ul style="list-style-type: none"> Winterization Boats & Bikes 	<ul style="list-style-type: none"> Giving Thanks It's All About Cashflow! Veterans 	<ul style="list-style-type: none"> Training Negotiating Contracts
eNEWS DATES	July 7; July 28	Aug. 11; Aug. 25	Sept. 8; Sept. 22	Oct. 6; Oct. 20	Nov. 3; Nov. 17	Dec. 1; Dec. 15
INDUSTRY EVENTS	FRSA July 20-22 Daytona Beach, FL		WRE Sept. 24-26 Las Vegas	METALCON		Best of Success Dec. 4-6, Scottsdale, Ariz.