



2022 CONTENT CALENDAR

 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.

2023 CONTENT CALENDAR

	JANUARY Ad Close: 12/01/22 Materials Due: 12/02/22	FEBRUARY Ad Close: 01/02 Materials Due: 01/05	MARCH Ad Close: 02/01 Materials Due: 02/03	APRIL Ad Close: 03/01 Materials Due: 03/03	MAY Ad Close: 04/03 Materials Due: 04/05	JUNE Ad Close: 05/02 Materials Due: 05/05
ISSUE THEMES	<ul style="list-style-type: none"> New Year BOS Coverage Winter Maintenance Training/Education IRE 2023 Preview <p>PRODUCT FOCUS TOPIC Asphalt Shingles</p>	<ul style="list-style-type: none"> Young Guns Fathers&Sons/ Legacy Series <p>PRODUCT FOCUS TOPIC Ventilation</p>	<ul style="list-style-type: none"> IRE 2023 Issue <p>PRODUCT FOCUS TOPIC Cover Boards</p>	<ul style="list-style-type: none"> Resiliency and Recycling Spring Maintenance <p>PRODUCT FOCUS TOPIC Green/Vegetative Roofing</p>	<ul style="list-style-type: none"> Editor's Choice 2023 Safety <p>PRODUCT FOCUS TOPIC Safety Women's (safety) gear</p>	<ul style="list-style-type: none"> Fathers & Sons Exploring Warranties <p>PRODUCT FOCUS TOPIC Service & Maintenance?/Heat Prep</p>
STANDOUTS		<ul style="list-style-type: none"> State of Industry Special Section 	<ul style="list-style-type: none"> Special IRE Print Supplement IRE Show Dailies 			
> EDITORIAL EBLAST FOCUS ON	Low Slope	Sustainability	Training	Green/Vegetative Roofing	Safety	Reflective Surfaces
> EDITORIAL EBLAST SHOWCASE	Low Slope	Steep Slope	Fasteners	Adhesives	Storm Prep	Components/ Accessories
eNEWS DATES	Jan. 5; Jan. 19	Feb. 2; Feb. 19	March 2; March 7-9 IRE SHOW DAILY News, March 23	April 6; April 20	May 4; May 18	June 1; June 15; June 29
INDUSTRY EVENTS	SPRI Jan. 13-15, Phoenix CRCA Jan. 18-20, Chicago SRC Summit Jan. 30-Feb. 1, Dallas	SprayFoam 2023 Feb. 12-15, Daytona Beach, Fla.	IIBEC March 2-3, Houston IRE 2023 March 7-9, Dallas Win the Storm March 15-17, Ft. Lauderdale	NRCA Roofing Day April 18-19, Washington, D.C.		

2023 CONTENT CALENDAR

	JULY Ad Close: 06/01 Materials Due: 06/05	AUGUST Ad Close: 07/03 Materials Due: 07/06	SEPTEMBER Ad Close: 08/01 Materials Due: 08/04	OCTOBER Ad Close: 09/01 Materials Due: 09/05	NOVEMBER Ad Close: 10/02 Materials Due: 10/05	DECEMBER Ad Close: 11/01 Materials Due: 11/03
ISSUE THEMES	<ul style="list-style-type: none"> Roofing Technology Visualization tools <p>PRODUCT FOCUS TOPIC</p> <ul style="list-style-type: none"> Software and Apps High tech toys 	<ul style="list-style-type: none"> Top 100 2023 <p>PRODUCT FOCUS TOPIC</p> <p>Underlayment</p>	<ul style="list-style-type: none"> Coatings <p>PRODUCT FOCUS TOPIC</p> <p>Coatings & application tools</p>	<ul style="list-style-type: none"> Metal <p>PRODUCT FOCUS TOPIC</p> <ul style="list-style-type: none"> Metal Edge metal 	<ul style="list-style-type: none"> Solar Giving Thanks <p>PRODUCT FOCUS TOPIC</p> <p>Solar</p>	<ul style="list-style-type: none"> COTY End of Year Commercial Roofing <p>PRODUCT FOCUS TOPIC</p> <p>Steep Slope</p>
STANDOUTS	<ul style="list-style-type: none"> Special Section: Technology 	<ul style="list-style-type: none"> Special Section: Top 100 	<ul style="list-style-type: none"> Special Section: Coatings 	<ul style="list-style-type: none"> Special Section: Metal 	<ul style="list-style-type: none"> Special Section: Solar 	<ul style="list-style-type: none"> Special Section: Commercial Roofing Special Section: Contractor of the Year
> EDITORIAL EBLAST FOCUS ON	Automation Services (calls, emails, texts, robots)	<ul style="list-style-type: none"> Underlayment/Insulation WRE Preview 	Coatings	Metal Decking	<ul style="list-style-type: none"> Solar Products Energy Efficiency 	<ul style="list-style-type: none"> Low Slope Commercial
> MULTI-SPONSORED EBLAST SHOWCASE	Software and Apps/CRM	Lead Gen/Tracking	Coatings & Adhesives	Metal	Solar Accessories/Tools	TPO, PVC, EPMD
eNEWS DATES	July 13; July 27	Aug. 10; Aug. 24	Sept. 7; Sept. 21	Oct. 5; Oct. 19	Nov. 2; Nov. 16; Nov. 30	Dec. 7; Dec. 21
INDUSTRY EVENTS	FRSA July 12-14, Kissimmee, Fla.		WRE Sept. 23-25, Las Vegas	METALCON Oct. 18-20, Las Vegas		Best of Success 2023 Dec. 3-5