

# 2022 EDITORIAL CALENDAR

All topics to be covered online and through the Pro Report and bi-weekly Grass Roots Podcasts.

Month	January	February	March	April	May	June
Coverage Placement	Digital Only	Print/Digital	Print/Digital	Print/Digital	Digital Only	Print/Digital
Advertising Close		12/29/21	1/27/22	2/24/22		4/21/22
Material Close		1/5/22	2/1/22	3/1/22		4/26/22
Print Issue		<b><u>January/February Issue</u></b>	<b><u>March Issue</u></b>	<b><u>April Issue</u></b>		<b><u>May/June Issue</u></b>
Issue/Month Coverage		2022 State of the Industry	Mower Trends and Technology	Robotic Mowers and Commercial Landscaping		Women in the Green Industry
Special Reports	Hardscape Trends for Outdoor Living	Engines and Fuel Management (battery, gas, propane)	Business Software	PGRs	Mower Blade Maintenance	Landscape Lighting
Equipment Focus	Compact Wheel Loaders	Compact Tractors	Battery-Powered Equipment	Compact Earthmoving Equipment	Attachments	Walk-Behind Mowers
Lawn Care	Fertilizer Applications	Sprayer/Spreaders	Pest Control	Weed Control	Pricing Lawn Care Services	Biological/Organics
Business Management	Social Media Promotion	Using Mobile Apps	Recruitment	Using Online Reviews	Scheduling, Tracking and Routing	Estimating and Pricing
Marketing Specials		Manufacturer Profiles	Mower Madness			SnowPro
Industry Event Coverage / Bonus Distribution						SIMA; ASCA

Month	July	August	September	October	November	December
Coverage Placement	Digital Only	Print/Digital	Digital Only	Print/Digital	Digital Only	Digital Only
Advertising Close		6/22/22		8/24/22		
Material Close		6/27/22		8/29/22		
Print Issue		<b><u>July/August Issue</u></b>		<b><u>September/October Issue</u></b>		
Issue/Month Coverage		2022 Editor's Choice Awards		GIE+EXPO 2022 Preview		
Special Report		Trenchers, Augers and Drills	Holiday Lighting	New Product Preview at GIE+EXPO	Winter Disease Management	Smart Controllers
Equipment Focus	Safety Equipment	Trimmers, Edgers, Blowers	Blowers and Debris Loaders	Trucks and Trailers	Utility Vehicles	Chippers, Shredders and Debris Loaders
Lawn Care	Tree/Shrub Care	Disease Control	Tanks, Hoses, Nozzles and Reels	Aeration, Seeding and Dethatching	Early Order Programs	Broadleaf and Grassy Weed Identification
Business Management	Succession Planning	Design Software	Budgeting for Profit	Digital Marketing	Franchising	
Marketing Specials				SnowPro, Manufacturer Profiles and Great Green Giveaway		
Industry Event Coverage / Bonus Distribution				Equip Exposition		

\*Dates and topics are subject to change