

2018 EDITORIAL CALENDAR

JANUARY-JUNE

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSING	December 4	January 3	February 2	March 5	April 3	May 3
MATERIAL DUE	December 11	January 10	February 12	March 12	April 10	May 10
COVER STORY	Economic Roundtable: What Our Experts Expect in 2018	Adding Value	The Electrical Distribution Handbook	NAED Annual Award Winners	NAED New Chair Profile	2018 Trailblazer Award Winner
SPECIAL REPORT	When Disasters Strike: Being Prepared for Customers' Needs	Improving Warehouse Operations	Serving Commercial Contractors	Lighting: A Look Ahead	Best Practices in Fleet Management	Serving Industrial Contractors
CURRENT	This award-winning Current section covers timely news and happenings in the world of electrical distribution.					
	<ul style="list-style-type: none"> • Focus: NAED's Western Region Outlook; <i>tED</i> Baird Study Results 	<ul style="list-style-type: none"> • Focus: NAED's South Central Region Outlook 	<ul style="list-style-type: none"> • Focus: Quarterly Market Outlook 	<ul style="list-style-type: none"> • Focus: Economic Roundtable Update; <i>tED</i> Baird Study Results 	<ul style="list-style-type: none"> • Focus: Channel Issues: Disintermediation 	<ul style="list-style-type: none"> • Focus: Quarterly Market Outlook
BUSINESS	Our Business section offers ideas, advice, tips, and techniques to help electrical distribution companies thrive.					
	<ul style="list-style-type: none"> • Market Focus: Hospitality 	<ul style="list-style-type: none"> • Market Focus: Warehouses/ Distribution 	<ul style="list-style-type: none"> • Market Focus: Sports Arenas 	<ul style="list-style-type: none"> • Market Focus: Early Childhood Education 	<ul style="list-style-type: none"> • Market Focus: Transit Facilities 	<ul style="list-style-type: none"> • Market Focus: Parking Facilities
SELLING	Electrical distributors look to the Selling section to learn to do what they do even better: sell products.					
	<ul style="list-style-type: none"> • Sales Focus: Customer Care 	<ul style="list-style-type: none"> • Sales Focus: Sales Promotions 	<ul style="list-style-type: none"> • Sales Focus: Onboarding and Training New Salespeople 	<ul style="list-style-type: none"> • Sales Focus: Salespeople vs. the Web 	<ul style="list-style-type: none"> • Sales Focus: Top Sales Skills 	<ul style="list-style-type: none"> • Sales Focus: How Management Can Best Support Sales
PRODUCT COVERAGE	To submit a product for possible inclusion in this section, email the product press release along with a hi-res image (300 dpi or greater tiff, jpeg, or pdf) to mbyers@naed.org. Note in the subject line the month and category for which the product is being submitted. All submissions are subject to editing. Check with your <i>tED</i> sales rep for submission deadlines.					
	<ul style="list-style-type: none"> • Electrical: Emergency Power • Lighting: Residential Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Test and Measurement Equipment • Lighting: High-Bay Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Switches and Receptacles • Lighting: Downlights • What's New 	<ul style="list-style-type: none"> • Electrical: Tools • Lighting: Connected Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Home Automation • Lighting: Roundtable on Major Trends in Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Controls, Relays, and Timers • Lighting: Lighting and Health • What's New
SHOW DISTRIBUTION *Inclusion in show handout available; contact your "tED" sales rep for info.	<ul style="list-style-type: none"> • NAED Western Region Conference* • BICSI Winter Expo • NEMRA Conference 	<ul style="list-style-type: none"> • NAED South Central Region Conference* 		<ul style="list-style-type: none"> • Lightfair International 	<ul style="list-style-type: none"> • NAED National Meeting* 	<ul style="list-style-type: none"> • NAED Women in Industry Forum*
ADVERTISER OPPORTUNITIES Contact your "tED" sales rep for info.	Paid advertisers receive complimentary <i>Baxter Research Study</i> .			Paid advertisers receive same-size ad in the NAED National Awards Section at 50% discount.		



2018 EDITORIAL CALENDAR

JULY-DECEMBER

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD CLOSING	June 4	July 5	August 3	September 4	October 3	November 2
MATERIAL DUE	June 11	July 12	August 10	September 11	October 10	November 12
COVER STORY	2018 "30 Under 35" Honorees	Best of the Best Annual Marketing Awards Competition Coverage	Building Better Distributor/Contractor Relationships	Pricing Strategies	Industrial Market Outlook	Trends to Watch in 2019
SPECIAL REPORT	Finding and Keeping Young Talent	Meeting the E-Commerce Challenge	Serving Residential Contractors	Making the Most of Partnerships	Managing a Workforce with Analytics	Serving Government Contractors
CURRENT	<p>This award-winning Current section covers timely news and happenings in the world of electrical distribution.</p> <ul style="list-style-type: none"> • Focus: Economic Roundtable Update; <i>tED</i> Baird Study Results • Focus: Channel Issues: Global Outlook • Focus: Quarterly Market Outlook • Focus: Economic Roundtable Update; <i>tED</i> Baird Study Results • Focus: NAED's Eastern Region Outlook • Focus: Quarterly Market Outlook 					
BUSINESS	<p>Our Business section offers ideas, advice, tips, and techniques to help electrical distribution companies thrive.</p> <ul style="list-style-type: none"> • Market Focus: Electric Utilities • Market Focus: Data Centers • Market Focus: Solar • Market Focus: College Campuses • Market Focus: Factories/Plants • Market Focus: Wind Farms 					
SELLING	<p>Electrical distributors look to the Selling section to learn to do what they do even better: sell products.</p> <ul style="list-style-type: none"> • Sales Focus: Finding New Customers • Sales Focus: Technology for the Sales Team • Sales Focus: Recruiting and Retaining Salespeople • Sales Focus: The Definition of Success • Sales Focus: Sales and Marketing: Working Together • Sales Focus: The Future of Distributor Sales 					
PRODUCT COVERAGE	<p>To submit a product for possible inclusion in this section, email the product press release along with a hi-res image (300 dpi or greater tiff, jpeg, or pdf) to mbyers@naed.org. Note in the subject line the month and category for which the product is being submitted. All submissions are subject to editing. Check with your <i>tED</i> sales rep for submission deadlines.</p> <ul style="list-style-type: none"> • Electrical: Cable Support • Electrical: Datacom Products • Electrical: EV Supply Equipment • Electrical: Wire and Cable • Electrical: Security and Signaling Products • Electrical: Boxes • Lighting: General Office Lighting • Lighting: Track Lighting • Lighting: Outdoor Lighting • Lighting: Lighting Controls • Lighting: LED Replacement Lamps • Lighting: OLED Lighting • What's New • What's New • What's New • What's New • What's New • What's New 					
SHOW DISTRIBUTION * Inclusion in show handout available; contact your "tED" sales rep for info.	• NAED LEAD Conference*	• NAED AdVenture Marketing Conference*	• The NECA Show • IEC Electric Expo		• NAED Eastern Region Conference*	
ADVERTISER OPPORTUNITIES Contact your "tED" sales rep for info.	Paid advertisers receive complimentary <i>Baxter Research Study</i> .			Paid full- and half-page advertisers may participate in a complimentary <i>Brand Awareness Study</i> .		