

2019 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSING	December 4	January 3	February 4	March 5	April 3	May 3
MATERIAL DUE	December 11	January 10	February 11	March 12	April 10	May 10
COVER STORY	Economic Roundtable: What Our Experts Expect in 2019	NAED Update	The Electrical Distribution Handbook	NAED Annual Award Winners	NAED Chair Update	Women in Electrical Distribution
SPECIAL REPORT	Adding Value or Selling Services?	NAED Update	Contractor Focus: Security Systems	Technologies That Will Transform the Industry	Lighting Roundtable: A Look Ahead	Contractor Focus: Facility Management
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: M&A & the Industry 	<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: Residential 	<ul style="list-style-type: none"> • Market Focus: Healthcare 	<ul style="list-style-type: none"> • Market Focus: Education 	<ul style="list-style-type: none"> • Market Focus: Entertainment 	<ul style="list-style-type: none"> • Market Focus: Government 	<ul style="list-style-type: none"> • Market Focus: Data Centers
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: After the Sale 	<ul style="list-style-type: none"> • Sales Focus: Finding New Customers 	<ul style="list-style-type: none"> • Sales Focus: Sales + Marketing 	<ul style="list-style-type: none"> • Sales Focus: Building Trust 	<ul style="list-style-type: none"> • Sales Focus: Networking for Success 	<ul style="list-style-type: none"> • Sales Focus: Creating Lifelong Customers
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: Control & Automation • Lighting: Residential Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Wiring Devices & Hardware • Lighting: Healthcare Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Wire & Cable Management & Labeling • Lighting: Connected Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Strut & Support Systems • Lighting: Lighting as a Service • What's New 	<ul style="list-style-type: none"> • Electrical: Circuit Protection Devices • Lighting: Quality Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Power Distribution & Conditioning • 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 	<ul style="list-style-type: none"> • NAED South Central Region Conference* <div style="text-align: center;">  <p>Bonus issue: Anti-Counterfeit Supplement</p> </div>			<ul style="list-style-type: none"> • NAED National Meeting* • Lightfair International <div style="text-align: center;">  <p>Bonus issue: 2019 Lighting Line-Up</p> </div>	<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.		

2019 EDITORIAL CALENDAR

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD CLOSING	June 4	July 3	August 2	September 4	October 3	November 4
MATERIAL DUE	June 11	July 11	August 12	September 11	October 10	November 11
COVER STORY	2019 "30 Under 35" Honorees	Best of the Best Annual Marketing Awards Competition Coverage	Improving Channel Relationships	Setting Sales Goals for the Coming Year	Industrial Market Outlook	Trends to Watch in 2020
SPECIAL REPORT	Climbing the Corporate Ladder	Overcoming Marketing Challenges	Contractor Focus: Life Safety Systems	What to Expect from the Next Generation of Employees	Serving Industrial Customers	Contractor Focus: Building Energy Management
CURRENT	This award-winning Current section covers timely news and happenings in the world of electrical distribution.					
	<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 In the Industry 	<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: NAED's Eastern Region Outlook 	<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: Commercial 	<ul style="list-style-type: none"> • Market Focus: Agriculture 	<ul style="list-style-type: none"> • Market Focus: Manufacturing 	<ul style="list-style-type: none"> • Market Focus: Solar 	<ul style="list-style-type: none"> • Market Focus: Hospitality 	<ul style="list-style-type: none"> • Market Focus: Utilities
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: The Art of the Sales Pitch 	<ul style="list-style-type: none"> • Sales Focus: Selling Value 	<ul style="list-style-type: none"> • Sales Focus: Know Your Audience 	<ul style="list-style-type: none"> • Sales Focus: Getting to the Decision-Makers 	<ul style="list-style-type: none"> • Sales Focus: Rep Relationships 	<ul style="list-style-type: none"> • Sales Focus: Making the Most of Technology
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: Conduit/Conduit Fittings • Lighting: Control Protocols • What's New 	<ul style="list-style-type: none"> • Electrical: Switchgear • Lighting: Replacement Lamps • What's New 	<ul style="list-style-type: none"> • Electrical: Hand & Power Tools • Lighting: The Internet of Things • What's New 	<ul style="list-style-type: none"> • Electrical: Wire Connectors, Lugs & Terminations • Lighting: Outdoor Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Raceway & Raceway Fittings • Lighting: Industrial Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Grounding • Lighting: Horticultural Lighting • What's New
SHOW DISTRIBUTION * Inclusion in show handout available; contact your "tED" sales rep for info.	<ul style="list-style-type: none"> • NAED LEAD Conference* 	<ul style="list-style-type: none"> • NAED Adventure Marketing Conference* 	<ul style="list-style-type: none"> • IEC Electric Expo 		<ul style="list-style-type: none"> • 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> .		