



2020 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSING	December 4	January 3	February 4	March 4	April 3	May 4
MATERIAL DUE	December 11	January 10	February 11	March 11	April 10	May 11
COVER STORY	Economic Roundtable: What Our Experts Expect in 2020		The Electrical Distribution Handbook	NAED Annual Award Winners	NAED New Chair Profile	The 2020 Trailblazer Award Winner
SPECIAL REPORT	Navigating a Labor Shortage		The Impact of the Trade Wars on ED	Lighting Roundtable: A Look Ahead	Placing a Value on Your Business	Succession Planning
CURRENT	<ul style="list-style-type: none"> • Focus: NAED's Western Region Outlook; <i>tED</i> Baird Study Results 		<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: Quarterly Market Outlook • Focus: Economic Roundtable Update; <i>tED</i> Baird Study Results • Focus: Channel Issues • Focus: Quarterly Market Outlook 			
BUSINESS	<ul style="list-style-type: none"> • Market Focus: Energy Storage 		<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: Military Bases • Market Focus: Early Childhood Education • Market Focus: Senior Living Facilities • Market Focus: Broadband Communications 			
SELLING	<ul style="list-style-type: none"> • Sales Focus: Ask the Right Questions 		<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: Selling Value vs. Selling Products • Sales Focus: Building Rapport • Sales Focus: Asking for Business • Sales Focus: Master Time Management 			
PRODUCT COVERAGE	<ul style="list-style-type: none"> • Electrical: Control and Automation • Lighting: Lighting Senior Facilities • What's New 		<p>To submit a product for possible inclusion, 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: Metering and Monitoring • Lighting: Outdoor Lighting • What's New • Electrical: Personal Protection Equipment • Lighting: Light and Color • What's New • Electrical: Power Distribution and Conditioning • Lighting: Lighting Rebates • What's New • Electrical: Switchgear • Lighting: What's New in LiFi • 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* 			<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.	<p>Paid advertisers receive complimentary <i>Baxter Research Study</i>.</p>			 <p>Paid advertisers receive same-size ad in the NAED National Awards Section at 50% discount.</p>		

2020 RATES & SPECIFICATIONS (Effective Jan. 1-Dec. 31, 2020)

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD CLOSING	June 3	July 3	August 3	September 3	October 2	November 3
MATERIAL DUE	June 10	July 10	August 10	September 10	October 12	November 10
COVER STORY	2020 "30 Under 35" Honorees	Best of the Best Annual Marketing Awards Competition Coverage	Building Relationships with Contractors	Big Box Tactics	Industrial Market Outlook	Trends to Watch in 2021
SPECIAL REPORT	Mentoring the Next Generation of Workers	Marketing Advice from Past Best of the Best Winners	Counterfeit Alert, Part 1: The Problem Today	Counterfeit Alert, Part 2: Identifying Imposters	Counterfeit Alert, Part 3: The Responsibility of the Channel	Counterfeit Alert, Part 4: Safely Sourcing Hard-to-Find Items
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 	<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: Channel Issues 	<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: Quarterly Market Outlook 	<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 	<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: NAED's Eastern Region Outlook 	<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: 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: Industrial Buildings 	<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: Renewables 	<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: Hospitals 	<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: Office Buildings 	<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: Airports 	<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: Multi-Family/Multi-Use Residential
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: Advancing Your Sales Career 	<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: Responding to "No" 	<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: Know Your Competition 	<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: Mentoring New Salespeople 	<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: Sales and Technology 	<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: The Art of Listening
PRODUCT COVERAGE	<p>To submit a product for possible inclusion, 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 Management and Cabinets • Lighting: Connected Lighting • What's New 	<p>To submit a product for possible inclusion, 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: Circuit Protection Devices • Lighting: Lighting and Health • What's New 	<p>To submit a product for possible inclusion, 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: Conduit and Raceway • Lighting: Indoor Lighting Trends • What's New 	<p>To submit a product for possible inclusion, 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: Datacom • Lighting: LED Light Source and Driver Update • What's New 	<p>To submit a product for possible inclusion, 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: Wire/Cable/Cords • Lighting: Tunable-White Lighting • What's New 	<p>To submit a product for possible inclusion, 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: Hand and Power Tools • Lighting: Skills Distributors Need to Thrive in Lighting • What's New
SHOW DISTRIBUTION * Inclusion in show handout available; contact your "tED" sales rep for info.	• NAED LEAD Conference*	• NAED Adventure Marketing Conference*	• 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> .		