

# 2012 Editorial Calendar

Issue	Issue Focus	Mowing/ Maintenance	Lawn Care	Design/Build/ Installation	Irrigation	Business	LM Reports	LM Exclusives	Bonus Distribution
<b>January</b> Ad close 12/9 Materials 12/16	Water issue	Legislative challenges	Weed control	Livescapes, selling design services	Rain water harvesting	Success strategies	Mowers	Irrigation supplement	Mid-Am, CENTS
<b>February</b> Ad close 1/13 Materials 1/20	The tech issue	Diesel/EFI mowers	New technology	Project portfolio	Newest technology	Business management software	Sprayers & spreaders	Add-on Biz: the 12 best growth opportunities	Golf Course Industry Show, PLANET Executive Forum, New England Grows
<b>March</b> Ad close 2/14 Materials 2/22	Alternative fuels issue	Propane mowers	Tree care	Livescapes, legislative challenges	Success stories	Business plans	Handheld equipment	Trucks & trailers	PLANET Student Career Days
<b>April</b> Ad close 3/20 Materials 3/27	Management issue	Battling the lowball bidder	Marketing lawn care	Project portfolio	Legislative challenges	Lean operations/efficiency	Landscape lighting, hardscapes	Athletic Turf	
<b>May</b> Ad close 4/20 Materials 4/27	Snow issue	Snow removal	Fire ants	Livescapes, marketing D/B/I	Climate change	Estimating systems	Tree care	Snow & Ice Guide, Trees	
<b>June</b> Ad close 5/17 Materials 5/24	<b>50th Anniversary Celebration Issue</b>								
		Keys to success: lessons from veterans who have survived five decades or more.	The technology has changed greatly over the years. We'll explore what's new and where we're headed.	Trends in D/B/I — what are customers demanding; Project portfolio	Water is the lifeblood of our industry. We will investigate how rules and regulations are changing the industry.	Reflections from readers. We'll ask our readers to comment on the value of the magazine. What have they gotten out of it over the years.	Software, GPS technology	Top 150	SIMA Symposium
<b>July</b> Ad close 6/19 Materials 6/26	Legislative issue	Marketing maintenance	Legislative challenges	Livescapes, subcontracting	Storm water management	Nightmare customers	Irrigation products	Hardscapes & lighting	PLANET Day on the Hill
<b>August</b> Ad close 7/20 Materials 7/27	Design/build issue	Adding maintenance customers	Insect control	Project portfolio	Marketing irrigation	Company values	Compact equipment	Snow & Ice Guide; exploring research trends, products and technology relating to insecticides, fungicides & herbicides	
<b>September</b> Ad close 8/21 Materials 8/28	Lawn care issue	Alternative fuel mowers	Increasing pre-pay accounts	Livescapes, outdoor kitchens	Selling winterization services	Office management	Fertilizers and herbicides, fungicides, insecticides, PGRs	100 best employers	
<b>October</b> Ad close 9/12 Materials 9/19	<b>Business Planner 2013 Issue</b>			Project portfolio, ornamental grasses	Emerging trends	Labor issues	Snow & ice products	Business planner 2013, industry pulse	GIE+EXPO
<b>November</b> Ad close 10/19 Materials 10/26	The safety issue	Safety	The future of lawn care	Livescapes, D/B/I trends	Increasing pre-pay accounts	Key performance indicators	Trucks & trailers	Fertilizers	Irrigation Association Show
<b>December</b> Ad close 11/12 Materials 11/19	The iron issue	Mower trends	Sustainability	Project portfolio	Drip irrigation	Employee motivation	New mowers, utility vehicles	Franchising report	OTF

<b>In Every Issue</b>	Insider profiles of successful Green Industry professionals & business management content from the only experienced editorial team in the industry.
<b>Quarterly</b>	Profiting from Design
<b>Alternating Monthly: From the Field</b>	LCPro/Cut Above Livescapes/Project Portfolio
<b>Best Practices</b>	Bruce Wilson, renowned industry professional with more than 30 years of experience, shares his best business advice.
<b>The Benchmark</b>	Pricing and operations insight from some of the most respected consultants in the Green Industry.
<b>50th Anniversary Celebration Issue</b>	This is the final issue of our 50th year in publishing. We'll talk with contractors and companies that have been around 50 years or more and learn their keys to success. The June issue completes our 50th year of publishing.

Calendar subject to change based on industry trends and analysis and editorial updates.