

# 2021 CALENDAR

	<b>JANUARY</b> Ad Close: 12/7/2020 Materials Due: 12/14/2020	<b>FEBRUARY</b> Ad Close: 1/14 Materials Due: 1/20	<b>MARCH</b> Ad Close: 2/5 Materials Due: 2/18	<b>APRIL</b> Ad Close: 3/16 Materials Due: 3/22	<b>MAY</b> Ad Close: 4/14 Materials Due: 4/20	<b>JUNE</b> Ad Close: 5/14 Materials Due: 5/20
<b>Editorial Spotlight</b>	2021 Industry Forecast	Commercial Plumbing	Pipe / Valves / Fittings	Pumps	Legionella & Water Safety <b>NEW!</b>	Geothermal
<b>Featured Topics</b>	<ul style="list-style-type: none"> <li>Mechanical Rooms</li> <li>Hybrid Water &amp; Heating Systems</li> <li>Valves</li> </ul>	<ul style="list-style-type: none"> <li>Water Heating</li> <li>Engineering Software</li> <li>PEX, PERT/ Other Tubing</li> </ul>	<ul style="list-style-type: none"> <li>Air-to-water Heat Pumps</li> <li>Scald Prevention</li> <li>Bottle-filling stations</li> </ul>	<ul style="list-style-type: none"> <li>Boilers &amp; Mechanical Controls</li> <li>Backflow Prevention</li> <li>Water Treatment</li> </ul>	<ul style="list-style-type: none"> <li>Water Infrastructure</li> <li>Circulators</li> </ul>	<ul style="list-style-type: none"> <li>Rep of the Year</li> <li>Drainage &amp; Grease Interceptors</li> <li>Touch-free Technology</li> </ul>
<b>Special Supplements</b>					<b>2021 Radiant Comfort Report — Spring Edition</b>	<b>Fire Protection &amp; Design Supplement</b>
<b>Product Focus</b>	<ul style="list-style-type: none"> <li>Products to Watch for in 2021</li> <li>Commercial Toilets</li> </ul>	<ul style="list-style-type: none"> <li>Products of the Year</li> <li>Sewage/Ejector Pumps</li> </ul>	<ul style="list-style-type: none"> <li>Boilers</li> <li>Water Filtration Products</li> </ul>	<ul style="list-style-type: none"> <li>Water Heaters</li> <li>Hydrants</li> </ul>	<ul style="list-style-type: none"> <li>Flush Valves</li> <li>Fire Protection Products</li> </ul>	<ul style="list-style-type: none"> <li>Control Panels</li> <li>PEX/PERT and Other Piping</li> </ul>
<b>eBook Opportunities</b>			Bath & Kitchen Pro eBook 2021			Dave Yates Plumbing eBook Part #1
<b>Digital Opportunities</b>	New Products Multi-Sponsored eBlast	Multi-Sponsored VIDEO eBlast	Must-See Products Multi-Sponsored eBlast	Multi-Sponsored Podcast: Commercial Water Heating	Multi-Sponsored VIDEO eBlast	Multi-Sponsored Webinar: Legionella – Building Water Safety
<b>PM Engineer eNews (2x/Month)</b>	Deploys the 15th & 30th of every month.	Deploys the 15th & 30th of every month.	Deploys the 15th & 30th of every month.	Deploys the 15th & 30th of every month.	Deploys the 15th & 30th of every month.	Deploys the 15th & 30th of every month.
<b>Radiant &amp; Hydronics eNews (2x/Month)</b>	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.	Deploys the 13th & 28th of every month.
<b>Advertiser Bonus</b>	<b>FREE Matching 2nd Ad - any size!</b>			<b>FREE Matching 2nd Ad - any size!</b>		
<b>Trade Shows/Events</b>		<b>WWETT</b> Feb. 22-24 Indianapolis			<b>Eastern Energy Expo</b> TBD <b>2021 Emerging Waters</b> May 11-12 San Antonio	<b>NFPA</b> Week of June 21 Las Vegas <b>ASHRAE</b> June 26-30 Phoenix, Arizona
	<b>JULY</b> Ad Close: 6/11 Materials Due: 6/17	<b>AUGUST</b> Ad Close: 7/14 Materials Due: 7/20	<b>SEPTEMBER</b> Ad Close: 8/13 Materials Due: 8/18	<b>OCTOBER</b> Ad Close: 9/13 Materials Due: 9/16	<b>NOVEMBER</b> Ad Close: 10/14 Materials Due: 10/28	<b>DECEMBER</b> Ad Close: 11/16 Materials Due: 11/22
<b>Editorial Spotlight</b>	Commercial Water Heating	Engineering & Design Software	Hospital Design - Plumbing Systems	Boilers	Piping Systems	2022 B.I.G. Book
<b>Featured Topics</b>	<ul style="list-style-type: none"> <li>High-Efficiency Products</li> <li>Latest Mechanical Codes &amp; Standards</li> <li>Piping</li> </ul>	<ul style="list-style-type: none"> <li>Radiant Heating &amp; Cooling Design</li> <li>Institutional Plumbing</li> </ul>	<ul style="list-style-type: none"> <li>Plumbing Engineer of the Year</li> <li>Grinder Pumps</li> <li>Backflow Prevention</li> </ul>	<ul style="list-style-type: none"> <li>Tankless Water Heaters</li> <li>Codes &amp; Standards</li> </ul>	<ul style="list-style-type: none"> <li>Mechanical Engineer of the Year</li> <li>High-Efficiency Boilers</li> </ul>	<ul style="list-style-type: none"> <li>Plumbing Product Listing</li> <li>Industrial PVF Product Listing</li> <li>Hydronic Product Listing</li> </ul>
<b>Special Supplements</b>				<b>2021 NSF International Supplement</b>	<b>2021 Radiant Comfort Report — Winter Edition</b>	
<b>Product Focus</b>	<ul style="list-style-type: none"> <li>Emergency Fixtures/ Products</li> <li>Commercial Shower Systems</li> </ul>	<ul style="list-style-type: none"> <li>Faucets/Sinks</li> <li>Pumps &amp; Pumping Systems</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Plumbing</li> <li>Radiant Snow Melt Products</li> </ul>	<ul style="list-style-type: none"> <li>Industrial PVF</li> <li>Drainage Products</li> </ul>	<ul style="list-style-type: none"> <li>Tankless Water Heaters</li> <li>Backflow Preventers</li> </ul>	<ul style="list-style-type: none"> <li>WaterSense-certified Products</li> <li>Shower Valves</li> </ul>
<b>eBook Opportunities</b>			Dave Yates Plumbing eBook Part #2			2022 B.I.G. Book - Free basic listing for all advertisers
<b>Digital Opportunities</b>	Must-See Products Multi-Sponsored eBlast	Multi-Sponsored VIDEO eBlast	Multi-Sponsored Product Focus eBlast: Valves	Must-See Products Multi-Sponsored eBlast	Multi-Sponsored Focus on eBlast : Variable Speed Pumps	Multi-Sponsored Product Focus eBlast: PVF/Piping Systems
<b>PM Engineer eNews (2x/Month)</b>	Deploys the 15th & 30th of every month.	Deploys the 15th & 30th of every month.	Deploys the 15th & 30th of every month.	Deploys the 15th & 30th of every month.	Deploys the 15th & 30th of every month.	Deploys the 15th & 30th of every month.
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<b>Trade Shows/Events</b>				<b>ASPE Technical Symposium</b>	<b>Greenbuild</b> TBD <b>PMI</b> TBD	