# **2019 EDITORIAL SUBMISSION GUIDELINES**

# *pme* INVITES YOU TO SUBMIT AND SHARE ARTICLES FROM YOUR COMPANY

Through its magazine, website and eNewsletters, *pme* reaches more specifiers/designers of plumbing, piping, hydronic and fire protection products than any media brand.

#### FEATURE ARTICLES/TECH TOPICS/ GUEST EDITORIALS

Explain specifically what you plan to cover in the manuscript and submit it to **pme** for comments and direction. If you have an original, exclusive manuscript already written, please send it for review. The outline or manuscript will be reviewed and you will be contacted concerning the material's fit with **pme**'s editorial plans.

# Fundamental requirements for a contributed feature article/guest editorial:

- It must be an impartial, unbiased and product-neutral discussion on a particular topic or technology, aimed at helping plumbing and mechanical contractors do their jobs more effectively, efficiently and cost-effectively.
- It can be written as a how-to, a tutorial, a technology and/or methods use, or a trends and development piece.
- The article must be non-commercial.
- It is appropriate to explain technology and how it is used.
- It is not acceptable to extol the virtues of one company and its products or speak negatively about competing manufacturers or their products and technologies.
- Your product- or technology-related video may be submitted for editorial approval to accompany your article.
- The feature must be exclusive to **pme** and not have previously appeared in print elsewhere or be scheduled to appear in print elsewhere prior to publication in **pme**.

## **PRODUCT RELEASES/VIDEO**

Product releases always are accepted for publication consideration. Submit 75-100 words and a high-resolution color photo of the product (JPG, TIFF formats preferred at 300 DPI). Videos should be under 2GB and less than 5 minutes in length. Submit as a digital file, fully edited and in the finished version (WMV, FLV, MP4, MOV, MPG or AVI format).

## **INDUSTRY NEWS**

Submit news about your company, including personnel, mergers, acquisitions, divestitures, major contracts, strategic alliances, customer events, grand openings, expansions, annual conferences, etc.

# CASE STUDIES

Share your success story with our readers. Your customer whose problem you solved must be named. The article should describe both the solution and the benefits.

#### Points to remember:

- Name the product or products being used on the job that are applicable to this success story. If there are other PHCP-PVF-related products used on the job, we may ask that those be included as well.
- Describe the problem and how the manufacturer's product was applied to solve the problem.
- Discuss any unusual aspects of equipment installation or operation.
- It is acceptable to describe why one technology was chosen over another.
- It is not acceptable to extol the virtues or superiority of your product or discuss why a competitor's product was not selected for the application.
- Include details of the results that were obtained. For example, numerical data describing increased efficiencies, cost savings and any other statistical data that lends to the success of the project.
- Someone from the user company should be quoted directly in the story, describing the problem, solution and benefits. Quotes from the contractor also should be included. It is also OK and encouraged to include remarks from the manufacturer and the manufacturers rep related to the specific project.
- Length is 500 words for a 1-page story and 1,000 words for a 2-page story. Editors
  will edit the manuscript for style and length. Please provide several photos of the
  project for use in the story. Photos should be a minimum of 300 dpi and in JPG or
  TIFF format.
- Case study must be exclusive to **pme** and not previously published in other publications or scheduled to be published prior to it running in **pme**.
- The case study should not be bylined by someone at a PR firm or ad agency or a PR/marketing person at a manufacturer.

### **BLOGS**

We are actively seeking bloggers for **PMEngineer.com**. Our blogs require editorial between 500-800 words, which can be contributed on a weekly or monthly basis. If an expert source can only contribute once, a guest blogger opportunity may be available. The blogs should be non-promotional and informative and should focus on trends or have educational value. Blog topics should be pitched ahead of time; our editorial team is available to help contributors determine angles on certain subjects and edit for style as needed. Blogs should be exclusive to *pme* – not reproduced or published elsewhere. Please include a brief bio and a headshot when submitting materials.



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# 2019 editorial calendar

_	ISSUE	JAN	FEB	MAR	APRIL	MAY	JUNE
	Ad Close	Dec 5, 2018	Jan 11	Feb 11	Mar 14	Apr 11	May 15
	Materials Due	Dec 11, 2018	Jan 17	Feb 15	Mar 20	Apr 17	May 21
	lssue Theme	<u>AHR Expo</u>	<u>Water Quality</u>	<u>Commercial</u> <u>Bath &amp; Kitchen</u>	<u>Water</u> Infrastructure	<u>2019 Fire</u> <u>Protection &amp;</u> <u>Design</u> <u>Special Section</u>	<u>Water Heaters</u>
	Plumbing	Water Treatment	ADA-Compliant bathrooms	Bottle-Filling Stations	Water Savings	Backflow Preventers	Drainage
	Mechanical	AHR Products	Venting	Grinder Pumps	Controls	Valves	Grease Interceptors
	Hydronics	Hybrid Systems	2019 Radiant Comfort Guide	Air-To-Water Heat Pumps	Radiant Cooling	Tubing	PEX
	Tech Topic	Mechanical Rooms	Sensor Faucets	Shower Systems	Circulators	Boilers	Toilets
	Product Focus	Dual-Flush Toilets	Industrial PVF	Drains	Piping	NFPA Expo Preview	Flushometers
	Bonus Distribution/ Advertiser Service	AHR Expo, January 14-16, Atlanta, Georgia ASHRAE Winter Conference, January 14-16, Atlanta, Georgia Free Industry Spotlight page for full-page issue advertisers	MCAA Convention, March 3-7, Phoenix, Arizona Free Online Photo Gallery for full-page issue advertisers	Must-See Products Lead Generation Package	WQA Convention & Exposition, April 23-26, Las Vegas, Nevada AEC BuildTech, April 30-May 2, Rosemont, Illinois Free Cut-Sheet page for full-page issue advertisers	NFPA Expo, June 17-20, San Antonio, Texas Free Information Showcase for all FP&D advertisers 2019 Radiant Comfort Report Spring Edition	Rep Locator Directory

# editorial calendar 2019

June 11July 15Aug 15Sept 10Oct 9Nov 12Add CloseJune 17July 19Aug 19Sept 16Oct 15Nov 18Materials DuePumpaBadiant HeatingBoilorsGeethermalSoftware2020 BIG. BookIssue ThemeCommercial Shower SystemsFaucets2010 Plumbing Engineer of the Vear2010 NGE International Special SectionDrainsPlumbing Product ListingPlumbingMateringControlsBackflow PreventersCodes & StandardsCodes & International StandardsPlumbing Product ListingMechanical2019 Radiant Heating ReportValvesRediant CoolingCirculatorsManifoldsHydronic Product ListingHydronics2019 Radiant Heating ReportBIM DesignRainwater HarvestingEmergancy FixturesFiltrationShower ValvesForduct Focus2009 Radiant Heating ReportBIM DesignRainwater HarvestingEmergancy FixturesFiltrationShower ValvesForduct Focus2009 Radiant Heating ReportBIM DesignRainwater HarvestingEmergancy FixturesFiltrationShower ValvesForduct Focus2009 Radiant Heating ReportBIM DesignWater HeatersFiltrationsBackflow Forduct ScaleProduct Scale Cottling Product Scale ScaleProduct Focus2009 Radiant Heating ReportGeneration Product Report Product Report ScaleShower ValvesProduct Scale ScaleProduct S	JULY	AUG	SEPT	ОСТ	NOV	DEC	ISSUE
Pumps     Radiant Heating     Boilers     Geothermal     Software     2020 B.IG. Book     Issue Theme       Commercial Shower Systems     Faucets     2019 Plumbing Engineer of the Year     2019 NSF International Special Section     Drains     Plumbing Product Listing     Plumbing       Metering     Controls     Backflow Preventers     Codes & Standards     2019 Engineer of the Year     Industrial PVF Product Listing     Mechanical Industrial PVF Product Listing     Mechanical       2019 Radiant Heating Report     Valves     Radiant Cooling     Circulators     Manifolds     Hydronic Product Listing     Hydronics       LEED v4.1     BIM Design     Rainwater Harvesting     Emergency Fixtures     Filtration     Shower Valves     Tech Topic       Must-See Products     Engineering Apps, Media & Literature     Water Heaters     Flushometers     Backflow Preventers     WaterSense- Certified Droducts     Product Focus       Must-See Products     Prece Case History Preventers     AspE Technical Symposium, Ottober 24-27, Pittburgh, Pennsylvania Must-See Products     Free Industry QAS For Inflage Save advertisers     Bonus Distribution/ Advertiser	June 11	July 15	Aug 13	Sept 10	Oct 9	Nov 12	Ad Close
PumpsRadiant HeatingBoilersGeothermalSoftware2020 BJG. BookThemeCommercial Shower SystemsFaucets2019 Plumbing Engineer of the Year2019 NSF International Special SectionDrainsPlumbing product ListingPlumbingMeteringControlsBackflow PreventersCodes & Standards2019 Indextrial PVF Predent tengineer of the YearIndustrial PVF Product ListingMechanical2019 Radiant Heating ReportValvesRadiant CoolingCirculatorsManifoldsHydronic Product ListingHydronicsLEED v4.1BIM DesignRainwater HarvestingEmergency FixturesFiltrationShower ValvesTech TopicMust-SeeEngineering Apps, Media & LiteratureWater Heaters SymptoxinaFiltrationShower ValvesProduct FocusMust-SeeEngineering Apps, Media & LiteratureASPE Technical Symptoxina Must-See ProductsFree Industry Qae ServiceFree Industry Qae ServiceFree basic listing in 2019 Radiant AdvertiserBonus ServiceMust-SeePres Case History Pres Case History PackageASPE Technical Symptoxina Must-See ProductsFree Industry Qae ServicesFree basic listing in 2019 Radiant Must-See ProductsSook for al 2019 advertisers ServiceBonus Advertiser Service	June 17	July 19	Aug 19	Sept 16	Oct 15	Nov 18	Materials Due
Shower SystemsFaucetsEngineer of the YearInternational Special SectionDrainsPlumbing Product ListingPlumbingMeteringControlsBackflow PreventersCodes & Standards2019 Mechanical Engineer of the YearIndustrial PVF Product ListingMechanical Mechanical Engineer of the Product ListingMechanical Mechanical2019 Radiant Heating ReportValvesRadiant CoolingCirculatorsManifoldsHydronic Product ListingHydronicsLEED v4.1BIM DesignRainwater HarvestingEmergency FixturesFiltrationShower ValvesTech TopicSnow-MeltEngineering Apps, Media & UteratureWater HeatersFlushometersBackflow PreventersWaterSense- Certified ProductsProduct FocusMust-See Lead Generation PackageFree Case History PackageSpec Technical Symposium, October 24-27, Premsylvania Lead GenerationFree Industry Q&A Free Industry GA PreventisersFree basic listing in 202 BLG. Book for all 2019 advertisers ServiceBonus Distribution/ Advertiser	<u>Pumps</u>	Radiant Heating	<u>Boilers</u>	<u>Geothermal</u>	<u>Software</u>	<u>2020 B.IG. Book</u>	
MeteringControlsBackflow PreventersCodes & StandardsMechanical Engineer of the VearIndustrial PVF Product ListingMechanical2010 Radiant Heating ReportValvesRadiant CoolingCirculatorsManifoldsHydronic Product ListingHydronicsLEED v4.1BIM DesignRainwater HarvestingEmergency FixturesFiltrationShower ValvesTech TopicSnow-MeltEngineering Apps, Media & LiteratureWater HeatersFlushometersBackflow PreventersWaterSense- Certified ProductsProduct FocusMust-See Products Lead Generation PackageFree Case History Page for full-page issue advertisersASPE Technical Symposium Must-See Products Lead Generation PackageFree Case History Page for full-page Issue advertisersFree Industry Q&A Products Compart Report Products Compart Report Vinter EditionFree basic listing in 200 BLG. Book for all 2019 advertisersBonus Distribution/ Advertiser Service	Shower	Faucets	Engineer	International	Drains	Plumbing Product Listing	Plumbing
Heating ReportValvesNadiant CoolingCirculatorsManifoldsProduct Product ListingHydronic 	Metering	Controls			Mechanical Engineer of the		Mechanical
LEED V4.1Diff DesignHarvestingFixturesF	Heating	Valves		Circulators	Manifolds	Hydronic Product Listing	Hydronics
Snow-MeltApps, Media & LiteratureWater HeatersFlushometersDacknow PreventersWater Jense- Certified ProductsProduct FocusMust-See Products Lead Generation 	LEED v4.1	BIM Design		Emergency Fixtures	Filtration	Shower Valves	Tech Topic
Productspage for full-pageSymposium,page for full-page2020 B.I.G. BookDistribution/Leadissue advertisersOctober 24-27,issue advertisersfor all 2019 advertisersAdvertiserGenerationPackageMust-See ProductsComfort ReportComfort ReportService	Snow-Melt	Apps, Media &	Water Heaters	Flushometers			Product Focus
	Products Lead Generation	page for full-page		Symposium, October 24-27, Pittsburgh, Pennsylvania Must-See Products Lead Generation	page for full-page issue advertisers 2019 Radiant Comfort Report	2020 B.I.G. Book	Distribution/ Advertiser