

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
Issue Theme	<u>AHR Expo</u>	<u>Water Quality</u>	<u>Commercial Bath & Kitchen</u>	<u>Water Infrastructure</u>	<u>2019 Fire Protection & Design 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

JULY	AUG	SEPT	OCT	NOV	DEC	ISSUE
June 11	July 15	Aug 13	Sept 10	Oct 9	Nov 12	Ad Close
June 17	July 19	Aug 19	Sept 16	Oct 15	Nov 18	Materials Due
<u>Pumps</u>	<u>Radiant Heating</u>	<u>Boilers</u>	<u>Geothermal</u>	<u>Software</u>	<u>2020 B.I.G. Book</u>	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 Mechanical Engineer of the Year	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
Snow-Melt	Engineering Apps, Media & Literature	Water Heaters	Flushometers	Backflow Preventers	WaterSense-Certified Products	Product Focus
Must-See Products Lead Generation Package	Free Case History page for full-page issue advertisers		ASPE Technical Symposium, October 24-27, Pittsburgh, Pennsylvania Must-See Products Lead Generation Package	Free Industry Q&A page for full-page issue advertisers 2019 Radiant Comfort Report Winter Edition	Free basic listing in 2020 B.I.G. Book for all 2019 advertisers	Bonus Distribution/Advertiser Service