



# 2012 EDITORIAL CALENDAR

Month	Special Report	Issue Date	Ad Close	Materials Due	Industry Events (Bonus Distribution in Bold)
January	ORGILL Profile	Jan. 9	Dec. 15	Dec. 19	NRLA Lumber Expo/CT, Jan 25-27 Handy Hardware Spring Market/Houston, Jan 19-21 Fencetech/Miami, Jan 25-27 <b>Origil Spring Market/Orlando, Feb 2-4</b>
February	BUILDERS SHOW REPORT MADE IN THE USA A look at the Companies & Categories Bring Jobs to America	Feb. 6	Jan. 12	Jan. 14	IBS/Orlando Feb 8-12 <b>True Value Spring Market/Orlando, Feb 20-22</b>
March	HARDWARE STORE ALL STARS ACE Hardware Profile	Mar. 5	Feb. 14	Feb. 17	International Housewares Show/Chicago, March 10-13 NLBMDA Legislative Conference/Washington, DC <b>ACE's 2012 Spring Market/Atlanta March 8-10</b>
April	Home Energy Products Special Pre-National Hardware Show issue LOWE'S profile	Apr. 2	Mar. 8	Mar. 12	Kitchen & Bath Show/Chicago, April 24-26
May	NATIONAL HARDWARE SHOW ISSUE	May 1	Apr. 5	Apr. 9	<b>National Hardware Show/Las Vegas, May 1-3</b> <b>Do it Best Spring Market/Indianapolis, May 19-21</b>
June	HCN'S TOP 300 INDUSTRY REPORT POST HARDWARE SHOW REVIEW	June 4	May 11	May 15	PCBC Show/San Francisco, June 27-28
July	HCN'S TOP 200 DISTRIBUTORS Remodeling Issue: How Prodealers can Build Sales Hot Product Categories	July 2	June 8	June 12	
August	HCN'S TOP 100 DISTRIBUTORS Top Brands at ProDealers Decking Report Handy Hardware Profile	Aug. 6	July 13	July 17	Orgill Fall Market/Las Vegas, Aug 16-18 ACE Fall Market/Chicago, Aug 16-18 <b>Handy Hardware Fall Market/San Antonio Aug 16-18</b>
September	Top Brands in Hardware Stores True Value Profile	Sept. 3	Aug. 9	Aug. 13	<b>True Value Fall Market/Salt Lake City, Sept 20-22</b>
October	Farm & Fleet Special Report Do it Best Profile	Oct. 1	Sept. 6	Sept. 10	<b>Do it Best Fall Market/Indianapolis, Oct 8-10</b> <b>ProDealer Industry Summit/TBD</b>
November	STAFDA ISSUE SPECIAL POWER TOOLS REPORT	Nov. 5	Oct. 11	Oct. 15	<b>STAFDA/Orlando, Nov 4-6</b>
December	Top Brands vs Private Label Home Depot Profile Builders Show Preview Decking Report	Dec. 3	Nov. 9	Nov. 13	



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