

WINDOW+ DOOR

Editorial Calendar // 2021

January/February – The Industry Forecast Issue

Insights and Takeaways from Window + Door's Industry Pulse Survey:

- State of the industry
- Post-COVID 19 demand
- Supply chain insights

Marketing Bonus: BOGO – buy one ad at rate card price, get a second ad of the same size for free –or– upgrade to the next larger size

Bonus Distribution: IBS 2021, Feb. 9-11, Orlando

Ad Space Close:

December 31

Materials Due:

January 19

March/April – The Window, Tools and Components Issue

A Deep Dive on:

- Window system components; extrusions
- Trends in window and door hardware
- Trends in replacement windows
- Software and tools for manufacturing and selling fenestration
- Welders, corner cleaners and IGU equipment for window manufacturing

Ad Space Close:

March 8

Materials Due:

March 23

May/June – The Manufacturing Issue

The Top Manufacturers Report, plus a look into:

- Automation
- Software
- Equipment
- Current manufacturing technologies & practices

Bonus Distribution: Vitrum 2021, Oct. 8-10, Milan, Italy

Ad Space Close:

April 28

Materials Due:

May 13

Exclusive columns in Window + Door focus on the most current issues facing the industry:

- Observation Desk: Reflections on the industry at large
- In the Trenches: Theory & best practices for fabricators
- Decoded: Deciphering the standards, codes & regulations impacting the fenestration industry
- Eye on Fenestration: Commentary on big picture issues
- Letter of the Law: professionals weigh in on legal matters
- Your Business Matters: Exploring best business practices & marketing strategies

Contact an account manager at Executive Publishing to reserve space:

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July/August – The GlassBuild America Issue

Window + Door Exclusive Preview, including:

- Event highlights from GlassBuild organizers
- Product and exhibitor coverage
- Education lineup

Marketing Bonus: Show Catalog combo rate — ask your account manager for details!

Exclusive distribution from the bins at GlassBuild America 2021, Sept. 13-15, Atlanta

Ad Space Close:

July 6

Materials Due:

July 21

September/October – The Door and Hardware Issue

Comprehensive Coverage of:

- Doors and door components; millwork
- Processing equipment for entry, patio and multi-panel doors
- Trends in hardware for sliding, folding and entry doors

Marketing Bonus: BOGO — buy one ad at rate card price, get a second ad of the same size for free –or– upgrade to the next larger size

Ad Space Close:

September 3

Materials Due:

September 21

November/December – Annual Buying Guide

The industry's most complete manufacturer and supplier directory and reference guide: 1,400 companies in detailed product categories, as well as a list of Industry Associations. Plus, highlights from the Window + Door Awards, presented with GlassBuild America.

Marketing Bonus: advertising packages with enhanced print and digital listing options

Bonus Distribution: industry events throughout 2022

Ad Space Close:

November 4

Materials Due:

November 17

Ask your account manager about these other can't-miss advertising opportunities:

- Native Advertising
- GlassBuild America Show Catalog

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