

WINDOW+ DOOR

Editorial Calendar // 2022

January/February – The Industry Forecast Issue

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

- State of the industry
- Market demand
- Supply chain and materials 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

Ad Space Close:

January 5

Materials Due:

January 19

March/April – The Window, Tools and Hardware Issue

A Deep Dive on:

- Window system components; extrusions
- Window and door hardware
- Energy efficiency in window systems
- Software and tools for manufacturing and selling fenestration
- High-speed equipment for window manufacturing

Ad Space Close:

March 7

Materials Due:

March 23

May/June – The Manufacturing Issue

The Top Manufacturers Report, plus a look into:

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

Ad Space Close:

May 2

Materials Due:

May 18

Place a full page ad in this issue and be included in Window + Door's annual AdStudy. Learn reader feedback on ad recall, ad readership, ad exposure and more.

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 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
- Energy-efficient 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:

July 6

Materials Due:

July 22

September/October – 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 2022, Oct. 18-20, Las Vegas

Ad Space Close:

August 29

Materials Due:

September 13

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 2023

Ad Space Close:

November 7

Materials Due:

November 16

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

- Native Advertising
- GlassBuildAmerica Show Catalog
- Multimedia Ad Packages

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