

WINDOW+ DOOR

Editorial Calendar // 2023

January/February — The Industry Forecast Issue

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

- State of the industry
- Market demand
- Supply chain, materials and labor 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:

December 23

Materials Due:

January 13

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
- Equipment for window manufacturing

Ad Space Close:

March 9

Materials Due:

March 22

May/June — The Manufacturing Issue

The Top Manufacturers Report, plus a look into:

- Annual Top Manufacturers List
- Software
- Equipment and Automation
- Current manufacturing practices and technologies

Ad Space Close:

May 3

Materials Due:

May 17

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 a media sales consultant to reserve space:

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July/August — The Door and Hardware Issue

Comprehensive Coverage of:

- Doors and door components
- Door processing equipment, practices
- Trends in hardware for sliding, folding and entry doors
- Door trends

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 13

Materials Due:

July 26

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 a sales consultant for details!

Exclusive distribution at GlassBuild America 2023, Oct. 31 - Nov. 2, Atlanta

Ad Space Close:

September 7

Materials Due:

September 19

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 at industry events throughout 2024

Ad Space Close:

November 6

Materials Due:

November 15

Ask a sales consultant about these other can't-miss advertising opportunities:

- Custom Marketing Solutions
- GlassBuildAmerica Show Catalog

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