

## 2017 Editorial Calendar

	Cover Theme	Hardscape Column	Product Focus	Trade Shows
JANUARY	<b>FENCES, WALLS &amp; GATES</b> Installing these structures is becoming one of the most common assignments for landscape contractors across the nation. This issue examines the process of selecting the best products, and building top-notch projects.	✓	Fencing	<b>Double Show</b> FenceTech World of Concrete
FEBRUARY	<b>MAINTENANCE</b> Since 78+% of LC/DBM readers cite landscape maintenance as one of their revenue sources, and landscape maintenance is a "Top Five" most requested article subject, here is a look at maintenance strategies and equipment.	✓	Installation Equipment	<b>Double Show</b> IECA ConExpo
MARCH	<b>HARDSCAPES</b> In LC/DBM's annual readership survey, designing, installing and maintaining hardscapes are the subjects most requested by readers. In this first of two hardscape themed issues, LC/DBM showcases exemplary hardscape projects, and the products that go into them.	✓	Dumping Trucks & Trailers	
APRIL	<b>LIGHTING</b> With the growth of landscape lighting as an important revenue source, each year we feature some of the most impressive installations from around the country.	✓	Lighting	LightFair International
MAY	<b>Annual Buyer's Guide</b>			
JUNE	<b>CUSTOM RESIDENTIAL/OUTDOOR LIVING</b> 57% of LC/DBM subscribers work on single-family residences. Shade structures, fire elements, hardscapes, kitchens and fireplaces are all a part of this fast growing segment of the industry.	✓	Outdoor Living	
JULY	<b>WATER IN THE LANDSCAPE</b> Landscape Contractors are leading the way in the design and installation of water features, waterfalls, ponds, artificial streams and custom pool designs.	✓	Water Elements & Irrigation	TNLA
AUGUST	<b>HARDSCAPES II</b> With more than 70% of LC/DBM's subscribers installing pavers; and 49% installing retaining walls, this issue takes a second look at hardscape products and the best projects in both commercial and residential markets across the country.	✓	Paving Materials	
SEPTEMBER	<b>MAINTENANCE EQUIPMENT</b> Mowers, blowers and backpack sprayers are the most popular pieces of equipment owned by LC/DBM readers. An examination of the latest and greatest of these and other maintenance machines will help them with their buying decisions.	✓	Maintenance Equipment	<b>Triple Show</b> NRPA TLE-SoCal TLE-NorCal
OCTOBER	<b>GIE / HARDSCAPE NA SHOW ISSUE - INSTALLATION EQUIPMENT</b> The industry's attention this month is on the outdoor power equipment show so we highlight the newest, most innovative installation tools for landscape contractors.	✓	OPEN (Advertiser Showcase)	<b>Triple Show</b> Hardscape NA GIE + Expo IA
NOVEMBER	<b>LIGHTING II - SPECIAL SECTION: FIRE IN THE LANDSCAPE</b> Especially in the winter months, landscape lighting is an important element in any project. With more than 59% of LC/DBM readers installing and designing landscape lighting, this significant industry segment deserves more illumination.	✓	Fire Elements	
DECEMBER	<b>THE YEARBOOK</b> Every December, LC/DBM looks back at the most influential people, the best projects, the most read features and the best new product introductions of the year. This is an indispensable issue and is perfect to kick off your 2017 promotional campaigns.	✓	Site Amenities	