

# LANDSCAPE ARCHITECT

A N D S P E C I F I E R N E W S

## 2011 Editorial Calendar

**80% of readers use Trade Magazines as their number one source in obtaining Product Information**

**... more than Internet Searches or Trade Shows!**

Month	Cover Theme	Bonus Distribution	Product Focus
<b>JANUARY</b>	<b>CUSTOM RESIDENTIAL</b> LASN's Annual Showcase of award-winning, modern residential landscape design.	<b>Double Show Issue!! World of Concrete CLCA</b>	<i>Paving Materials</i>
<b>FEBRUARY</b>	<b>HARDSCAPE</b> SPECIAL SECTION: <b>EROSION CONTROL TECHNOLOGY</b> Today's landscape designs—from community developments to urban plazas explode with hardscape detail, innovative retaining walls and bold entry monumentation.	<b>Double Show Issue!! FenceTech/DeckTech IECA Show</b>	<i>Landscape Perimeters: Fencing, Walls &amp; Gates</i>
<b>MARCH</b>	<b>PARKS</b> By maximizing use of limited greenspace and providing play areas for children, landscape architects continue to foster Olmsted's idea that "every community should have a park at its heart."		<i>Park Site Amenities</i>
<b>APRIL</b>	<b>LIGHTING</b> Landscape architects illuminate their projects with innovative lighting designs and a brilliant array of fixtures—from period street poles to decorative landscape lighting.	<b>LightFair International</b>	<i>Lighting Products</i>
<b>MAY</b>	<b>2011 SPECIFIER'S GUIDE</b> The definitive industry directory of products and services, professional associations, state boards of registration, state-by-state wholesale directories and "hot-links" to LandscapeOnLine.com		
<b>JUNE</b>	<b>SCHOOL &amp; CAMPUS DESIGN</b> SPECIAL SECTION: <b>IRRIGATION DESIGN</b> Landscape architects take the lead in the development of creative, safe and accessible schoolyards, playgrounds and the design of corporate campuses across the nation.		<i>Play Structures &amp; Safety Surfacing</i>
<b>JULY</b>	<b>WATER AND THE LANDSCAPE</b> Guided by an inevitable fascination with the power of water, landscape architects showcase water features in a wide variety of projects, including a wide variety of products for rainwater capture, irrigation and water management.		<i>Decorative Water Features</i>
<b>AUGUST</b>	<b>STREETSCAPES</b> Downtown streetscapes are crucial to commerce. Landscape architects combine paving materials, area lighting and site amenities to create a focal identity for today's modern community with a variety of colorful paving materials and dynamic street lighting designs.		<i>Decorative Street &amp; Parking Lot Lighting</i>
<b>SEPTEMBER</b>	<b>NRPA SHOW ISSUE: PLAYGROUNDS</b> Annual showcase of innovative parks and playgrounds that accommodate safe and pleasant play for all participants.	<b>Double Show Issue!! NRPA Show The Landscape Expo</b>	<i>Open</i>
<b>OCTOBER</b>	<b>ASLA SHOW ISSUE</b> Join LASN as we take a look at the culture and character of San Diego. Also showcased, the annual ASLA Expo and the landscape architectural projects of Southern California.	<b>ASLA Show</b>	<i>Open</i>
<b>NOVEMBER</b>	<b>THE GREEN ISSUE</b> SPECIAL SECTION: <b>RETAINING WALLS</b> Sustainable, Regenerative Development; Water Recapture, Stormwater Abatement, Erosion Control, LED Lighting, Green Roofs, Green Site Amenities, Green Play Structures and More!	<b>IA Show</b>	<i>Green Products</i>
<b>DECEMBER</b>	<b>FORECAST / YEARBOOK</b> LASN's annual report on building and housing development plus an economic forecast for the upcoming year. Plus, a look at the people and places that made 2011 a year to remember.		<i>Best of the Year</i>