# 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>MONTH</th>
<th>SPECIAL ISSUE</th>
<th>THEME</th>
<th>SHOW/PRODUCTS</th>
<th>ADVERTISING EVENT</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
</table>
| JANUARY | IBS/KBIS Issue | • 2018 Outlook  
  • IBS/KBIS Issue  
  • Industry experts and IBS speakers weigh in | • BRAND SURVEY WINNERS  
  • IBS PRODUCT PREVIEW | IBS/KBIS June 9-11 Orlando, FL | 12/15/2017 |
| FEBRUARY | • 2018 Nationals Winners  
  • Exterior Design | • THE BEST OF IBS & KBIS /NEW FOR 2018  
  -Windows & Doors  
  -Garage Doors  
  -Roofing  
  -Caulking & Flashing  
  -Decorative  
  -Mailboxes  
  -Pavers  
  -Siding, Stucco, Paint | 1/15/2018 |
| MARCH | Best Green, Production Builds  
  • Eliant Homebuyers’ Choice Award Winners | • ECO-FRIENDLY  
  • WATER SMART PLUMBING  
  -Pipes & Drains  
  -HVAC  
  -Faucets  
  -Water Heating  
  -Building Envelope  
  -Toilets  
  -Insulation  
  -Thermostats  
  -OSB | 2/15/2018 |
| APRIL | Buyer’s Guide | • TOP 200 MANUFACTURERS DIRECTORY WITH PRODUCTS | 3/15/2018 |
| MAY | Production Builder 200 (Top 200 Most Successful Production Builders in the US)  
  • Partnered with CoreLogic  
  • Big Builder Showcase | • SMART HOME TECH  
  -Solar & Back Up  
  -Thermostats  
  -Appliances  
  • BUILDING ENVELOPE  
  -Weatherproofing  
  -Insulation  
  -OSB  
  -Siding  
  -HVAC | 4/15/2018 |
| JUNE | The Land Issue (2018 Mid-Year Report Card)  
  • Land Development  
  • Finance  
  • PCBC Show Issue | • PCBC PREVIEW | PCBC June 27-28 San Francisco, CA | 5/15/2018 |
| JULY | • Outdoor Living  
  • Gold Nugget Winners | • WWWW APPROVED GREEN PRODUCTS  
  • OUTDOOR LIVING  
  -Decking, Patio  
  -Water Heaters  
  -Pavers | BONUS ADVERTORIAL | 6/15/2018 |
| AUGUST | The Millennial Issue (Millennial & First Time Buyer Builders)  
  • Affordable  
  • Urban Infill | • INTERIOR PRODUCTS  
  -Flooring  
  -Countertops, Tile  
  -Water Heaters  
  -OSB, Siding | BONUS ADVERTORIAL | 7/15/2018 |
| SEPTEMBER | Excellent Exteriors | • BUILDING ENVELOPE  
  -Insulation  
  -Weatherproofing  
  -OSB-Paint  
  -Sidings  
  -Trim  
  -Membranes  
  • ENERGY EFFICIENT PRODUCTS  
  -HVAC  
  -Thermostats  
  -Water Heaters | 8/15/2018 |
| OCTOBER | Interesting Interiors | • INTERIOR PRODUCTS  
  -Paint  
  -Windows & Doors  
  -Flooring  
  -Appliances  
  -Molding  
  -Decorative  
  -OSB | 9/15/2018 |
| NOVEMBER | Weather Friendly Design  
  • Winter Destination Markets (50+ and Move Up) | • WEATHERPROOFING  
  -Membranes  
  -Roofing  
  -Siding  
  -Insulation-Fires  
  -Flashing & Calking  
  -OSB  
  -GREENBUILD PRODUCT PREVIEW | Greenbuild Nov 14-16 Chicago, IL | 10/15/2018 |
| DECEMBER | Pubby Awards 2018 | • EDITOR’S CHOICE AWARDS  
  • 2018 BRAND SURVEY WINNERS | 11/15/2018 |

**In Every Issue:**

**INDUSTRY OBSERVATIONS:** Experienced Editorial Staff and Industry Experts comment in-depth on the hot topic of the month

**INDUSTRY NEWS AND CALENDAR:** The only Calendar of Housing Industry Events in the business and the top news of the month compiled by editorial staff

**DESIGN:** Each issue contains a design expert’s advice on current trends

**MARKET DATA:** Partnering with groups like Meyers Research, CoreLogic, John Burns Real Estate and MetroIntelligence, specific market research and data provided with commentary from analysts every month

**SALES & MARKETING:** Partnering with Eliant, monthly installments in the popular series provides the best advice in the business on lead generation, sales conversion, and customer satisfaction

**MULTIFAMILY:** National Multi-Family Housing Council contributes market commentary and editorial staff researches and highlights at least one multi-family project in every issue

**EXECUTIVE INTERVIEW:** Executives spanning the breadth and depth of the housing industry answer the questions that define their expertise