

calendar

WINDOW FILM Editorial Content by Month

JANUARY/FEBRUARY

EDITORIAL FOCUS:

- Residential and Decorative Focus

EDITORIAL:

- Security and safety films
- SEMA wrap-up
- UV protection
- The decorative market
- Privacy films

BONUS DISTRIBUTION AT:

- Glass Expo Northeast '09

SPECIAL ADVERTISER BONUS:

- Free banner ad on windowfilmmag.com weekly newsletter—up to a \$600 value

MARCH/APRIL

EDITORIAL FOCUS:

- Commercial and Retail Focus

EDITORIAL:

- International Window Film Expo & Conference Sneak Peek
- Security films
- Anti-graffiti films
- Films for storefront advertising
- Attachment systems
- Installation services

SPECIAL ADVERTISER BONUS:

- Free product inclusion in commercial products guide—a \$900 value—for all advertisers

MAY/JUNE

EDITORIAL FOCUS:

- International Window Film Expo and Conference Preview

EDITORIAL:

- Auto film update
- New car guide
- Tools and cleaning supplies
- Paint protection as an add-on

BONUS DISTRIBUTION AT:

- American Institute of Architects Convention in San Francisco
- International Window Film Conference and Expo in Las Vegas
- IGA Spring Glass Show
- PCBC Show

SPECIAL ADVERTISER BONUS:

- Free inclusion in the Guide to IWFE—a \$945 value

JULY/AUGUST

EDITORIAL FOCUS:

- The Green Issue, Window Film Buyer's Guide and Specialty Films

EDITORIAL:

- Film and the green movement
- Working with ESCOs
- Residential products
- Energy-saving films

BONUS DISTRIBUTION AT:

- GlassBuild America in Las Vegas

SPECIAL ADVERTISER BONUS:

- Be included in our energy saving products section—a \$950 value—at no charge

SEPTEMBER/OCTOBER

EDITORIAL FOCUS:

- Fifth Annual New Products Guide

EDITORIAL:

- New Products Guide
- Decorative film
- Auto film
- Latest tools
- Newest impact resistant products

BONUS DISTRIBUTION AT:

- PGC Fall Symposium
- Glasstech Asia in Thailand

SPECIAL ADVERTISER BONUS:

- Guaranteed inclusion of your new product release

NOVEMBER/DECEMBER

EDITORIAL FOCUS:

- Automotive Film and SEMA and NACE Show Previews

EDITORIAL:

- SEMA preview
- NACE preview
- Blast- and bomb-resistance
- Anti-graffiti film

BONUS DISTRIBUTION AT:

- SEMA Show in Las Vegas
- AGRSS Conference and Auto Glass Olympics in Las Vegas
- NACE Show in Las Vegas
- International Builders' Show 2010 in Las Vegas

SPECIAL ADVERTISER BONUS:

- Free inclusion on SEMA and NACE Show maps

DEADLINES

JANUARY/FEBRUARY 2009

Editorial **Nov. 15, 2008**
Advertising **Nov. 22, 2008**

MARCH/APRIL 2009

Editorial **Jan. 15, 2009**
Advertising **Jan. 22, 2009**

MAY/JUNE 2009

Editorial **March 15, 2009**
Advertising **March 22, 2009**

JULY/AUGUST 2009

Editorial **May 15, 2009**
Advertising **May 22, 2009**

SEPTEMBER/OCTOBER 2009

Editorial **July 15, 2009**
Advertising **July 22, 2009**

NOVEMBER/DECEMBER 2009

Editorial **Sept. 15, 2009**
Advertising **Sept. 22, 2009**

JANUARY/FEBRUARY 2010

Editorial **Nov. 15, 2009**
Advertising **Nov. 22, 2009**