



## January/February 2010

### Editorial Focus:

- Technology and software
- Plotter systems and patterns software
- SEMA review
- Accounting and business systems
- Building Information Modeling
- Guide to film for building managers
- Security glazing films

**Bonus distribution at:** Protective Glazing Council Spring Meeting 2010; The International Window Film Conference, Expo and Tint-Off™ 2010

**Special advertiser bonus:** Free banner ad on windowfilmmag.com weekly newsletter—up to a \$700 value

## March/April 2010

### Editorial Focus:

- International Window Film Expo and Conference™ Preview
- Decorative films
- New automotive films
- Paint protection films
- Tools and cleaning supplies
- Dealer and installer training

**Bonus distribution at:** The International Window Film Conference, Expo and Tint-Off™ 2010

**Special advertiser bonus:** Free inclusion in the Guide to the International Window Film Conference, Expo and Tint-Off™ 2010—a \$945 value

## May/June 2010

### Editorial Focus:

- Solar and security films
- Architectural and commercial films
- The latest in solar films technology
- Impact-resistant films and attachment systems
- Energy and efficiency
- Installation services, franchises and networks

**Bonus distribution at:** American Institute of Architects Convention in San Francisco

**Special advertiser bonus:** Free product inclusion in commercial products guide—a \$900 value—for all advertisers



*catalog* **2010 WINDOW FILM Editorial Content by Issue**

## July/August 2010

### Editorial Focus:

- Green and energy efficiency issue
- Working with third-party installers
- Commercial films
- Retail and storefront trends
- Cutting tools and film
- Decorative films
- Guide to the latest in insulating glass

**Bonus distribution at:** GlassBuild America in Las Vegas; Greenbuild

**Special advertiser bonus:** Be included in our energy saving products section—a \$950 value—at no charge

## September/October 2010

### Editorial Focus:

- Annual Buyer's Guide
- New tools and installer provided reviews
- Shop furnishings and equipment
- Sales tools and retail appointments

**Bonus distribution at:** PGC Fall Symposium

**Special advertiser bonus:** Guaranteed inclusion of your new product release

## November/December 2010

### Editorial Focus:

- Automotive styling, SEMA preview
- Automotive films
- Residential and decorative films
- Paint protection
- Vehicle wraps
- Using vinyl to achieve a custom look
- Commercial vehicles, advertising and signage

**Bonus distribution at:** SEMA Show in Las Vegas; NACE Show in Las Vegas; International Builders' Show 2011

**Special advertiser bonus:** Free inclusion on SEMA and NACE Show maps



## Deadlines

### January/February 2010

**Editorial** November 23, 2009  
**Advertising** December 4, 2009

### March/April 2010

**Editorial** February 1, 2010  
**Advertising** February 12, 2010

### May/June 2010

**Editorial** March 29, 2010  
**Advertising** April 9, 2010

### July/August 2010

**Editorial** May 31, 2010  
**Advertising** June 11, 2010

### September/October 2010

**Editorial** July 19, 2010  
**Advertising** August 1, 2010

### November/December 2010

**Editorial** September 13, 2010  
**Advertising** September 24, 2010

# Editorial Calendar