

# 2021 Editorial Calendar

Tentative and subject to change



## January/February

Residential films; decorative film; automotive film.

**Ad Bonus:** Free sponsored link on WINDOW FILM e-newsletter, Focus on Film – a \$1,500 value – at no charge

**Bonus distribution:** 2021 events

**Ads:** February 4

**Editorial:**  
January 4

## March/April

Architect's Issue; building wraps; architectural and energy film; tools and supplies; commercial films

**Ad bonus:** Free sponsored link on weekly e-newsletter; Free ad of the same size in the *Architects' Guide to Glass & Metal* magazine.

**Bonus distribution:** The AIA convention; and Glass TEXpo™

**Ads:** April 1

**Editorial:**  
March 1

## May/June

WFCT Preview; energy-efficient films; safety films and security attachments; car wraps

**Bonus distribution:** WFCT in Orlando

**Ads:** April 28

**Editorial:**  
April 15

## July/August

Second Annual New Product Guide; WFCT Review; Special Franchise Report; digital printing; anti-graffiti film; energy-efficient films

**Ad bonus:** Guaranteed inclusion in New Products section – a \$1,500 value – at no charge.

**Bonus distribution:** GlassBuild America; inclusion in Virtual New Product Showcase. Ask your sales rep for details.

**Ads:** July 8

**Editorial:**  
June 1

## September/October

SEMA Preview; Top Dealers; automotive film; market trends

**Ad bonus:** For suppliers who take an ad in Top Dealers section, or sponsoring “go-to film,” the ad will appear in a special section alongside related content (for maximum impact). Logo placement on the pre-roll of the SEMA edition of FILM'd newscast

**Bonus distribution:** SEMA Show in Las Vegas; free product inclusion in SEMA preview.

**Ads:** September 26

**Editorial:**  
September 1

## November/December

Annual Buyers Guide; SEMA wrap-up; Annual Market Update; automotive focus; privacy film; PPF

**Ad bonus:** Enhanced Buyers Guide Listing.

**Ads:** October 8

**Editorial:**  
October 24



**Ask your sales rep about a combo rate**  
For companies who also advertise in PPF magazine

