

# Editorial Calendar

\*Editorial Features in Black \*Marketing Advertorial Features in Blue

## JANUARY 2017 (CLOSES 12/1)

- ▶ **Corporate Profiles**
- ▶ **"Marinas, Docks & Boatyards (IMBC)"**
- ▶ **"Refit 2017"**
- ▶ Crystal Ball 2017: Our panel of industry thought leaders make their forecasts for the coming year.

## FEBRUARY (CLOSES 1/1)

- ▶ **"Electronics & Lighting"\***
- ▶ **"Marine Engines & Propulsion"\***  
\* In conjunction with the Miami International Boat Show
- ▶ Work Force Report: An in-depth look at the challenges and solutions facing the industry as it struggles to fill jobs.

## MARCH (CLOSES 2/2)

- ▶ **"Dealer Recruitment & Recognition"**
- ▶ Propulsion Special: The latest developments in outboards, inboards, sterndrives and pods, including improvements in weight, efficiency and horsepower.

## APRIL (CLOSES 3/2)

- ▶ **"Products, Parts, Distribution & Service"**
- ▶ Fishing Special: We focus on the key resource, regulatory and demographic issues at the top of the sportfishing community's agenda.

## MAY (CLOSES 4/1)

- ▶ **"Marine Coatings"**
- ▶ **"Power in Transition"**
- ▶ Innovation Issue: As the pace of change continues to accelerate, we examine the latest technological advances, from propulsion and electronics to 3D printing and connectivity.

## JUNE (CLOSES 5/1)

- ▶ **"Going Green 2017"**
- ▶ Youth Movement: Meet six young professionals who are making a mark in the marine industry.

## JULY (CLOSES 6/1)

- ▶ **"New Products Showcase"**
- ▶ Learning Green: The latest "green" technologies, including hybrid propulsion, wind and solar power, natural gas, electric outboards, batteries and more.

## AUGUST (CLOSES 7/1)

- ▶ **"Additives & Winterization"**
- ▶ **"IBEX Product Preview"**
- ▶ Pontoon Phenom: Steady growth in the pontoon market has been one of the surprises of the post-recession world. We look at the factors behind the phenomenon.

## SEPTEMBER (CLOSES 7/31)

- ▶ **"Boatbuilding & Aftermarket 2017 (IBEX)"**
- ▶ IBEX Special: An advance look at the trends, developments and innovative product you'll see at the seminal International BoatBuilders' Exhibition and Conference.

## OCTOBER (CLOSES 9/1)

- ▶ **"MDCE Product Preview"**
- ▶ Spotlight on FLIBS: Our preview of the Fort Lauderdale International Boat Show, the largest show of its kind in the world.

## NOVEMBER (CLOSES 10/1)

- ▶ **"Global Marine Trade Opportunities" (METSTRADE)**
- ▶ **"Marine Dealer Solutions (MDCE)"**
- ▶ Electronics: The latest trends and developments in the ever-changing marine electronics segment.

## DECEMBER (CLOSES 11/2)

- ▶ **"Marinas, Docks, and Boatyards Preview"**
- ▶ Marina Trends: An in-depth report on how are marinas and boatyards adjusting to changing consumer expectations and environmental rules?

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