




# Metal Construction News 2012 Editorial Calendar

	January	February	March	Special Issue	April	Spring Postcards	May	June	July	August	September	Fall Postcards	October	November	December
<b>Ad Close</b>	12/1/11	1/5/12	2/2/12	2/24/12	3/8/12	3/26/12	4/5/12	5/10/12	6/7/12	7/5/12	8/9/12	7/26/12	9/6/12	10/4/12	11/8/12
<b>Ad Materials Due</b>	12/8/11	1/12/12	2/9/12	3/6/12	3/15/12	4/2/12	4/12/12	5/17/12	6/14/12	7/12/12	8/16/12	8/2/12	9/13/12	10/11/12	11/15/12
<b>Edit Materials Due</b>	11/15/11	12/20/12	1/17/12		2/21/12		3/20/12	4/24/12	5/22/12	6/19/12	7/24/12		8/21/12	9/18/12	10/23/12
<b>Special Feature</b>	State of the Industry	Roofing Material Handling in Bad Weather	31st Annual Contractor Survey	<b>The 2012 Metal Directory and Resource Guide</b>	Continuous Insulation in Metal Walls	<b>50,000 Architects and Contractors Pennies per contact Direct leads</b>	Top 100 Metal Builders	Net Zero Buildings	Readers' Choice Product Awards	Roundtable: Thermal Barriers in Retrofit	Cool Roofs vs. Green Roofs	<b>50,000 Architects and Contractors Pennies per contact Direct leads</b>	Metal Construction Hall of Fame	Service Life of Metal	MCN Awards
<b>Business Feature</b>	Financing Metal Building Systems	Roundtable: Energy Efficiency and Metal Construction	How Do You Differentiate Your Company?		Can Social Media Increase Sales		How to Compete with Concrete Tilt-Up	Historic Restoration	Integrated Product Delivery	Safety Issues During Construction	Selling Green Metal Buildings		Quality Control and Assurance	Metal Building Systems	Key to Successful Energy Management
<b>Product Installation Feature</b>	Leakproof Corners for Metal Buildings	Metal on Metal Roof Retrofit	Noise Control		The Curtainwall Connection		Multifunctional Products	Underlayment Installation	Light-Steel Framing for Retrofit	Strong Foundations for Metal Construction	Solar Installation		Curved Panels Best Practices	Secure Concrete Anchors for Metal	Metal Building Requirements for High Wind Areas
<b>Expand Your Business</b>	Moisture Prevention	Lightning and Metal Roofing	Selection Guidelines for Metal Panels		Curved Metal Framing		Best Practices for Rollforming on the Roof	Cool Metal Roofing	Natural Metals	Self Storage	Daylighting		Hangars	Choose the Right Fastener	Rainscreens
<b>Project Focus</b>	Sports and Recreation	Health Care	Retail		Education: K-12		Residential	Federal, State and Municipal	Education: Colleges and Universities	Office and Mixed-Use	Hotels and Resorts		Transportation and Aviation	Sustainable and Adaptive Reuse	Religious
<b>Special Report</b>											<b>METALCON Show Preview</b>		<b>METALCON Show Guide</b>		
<b>Product Catalog</b>	Insulated Metal Panels	Standing-Seam Metal Roofing	Rolling and Bifold Doors		Vapor Retarders		Heating, AC and Ventilation	Concealed Fastener Ribbed Metal Wall Panels	Batten Seam Roof Systems	Walkthrough Doors	Perforated and Expanded Metals		Sunscreens and Awnings	Metal Soffit Panels	Insulation Systems
<b>Product Catalog</b>	Roof Curbs and Hatches	Roof Underlayment	Sealants, Tapes and Adhesives		Handheld Tools		Louvers and Grills	Metal Ceiling Systems	Skylights and Daylighting	Building Fasteners	Snow Guards		Onsite Rollformers	Software	Power Tools
<b>Product Catalog</b>	Coil Coatings	Gutters, Rainware, Ridge Caps, Trim	Building Fasteners		Metal Tiles, Shakes and Shingles		Reroof Framing Solutions	Light-Gauge Studs and Trusses	Roof Accessories	Press Breaks	Solar and Photovoltaics		Metal Building Systems	Trucks, Booms and Lifts	Composite Metal Panels
<b>Bonus Distribution</b>		<b>International Roofing Expo Orlando February 22-24</b>			<b>The Self Storage Association Spring Conference and Trade Show Orlando April 25-27</b>			<b>Western Roofing Expo Las Vegas June 24-26</b> <b>Florida Roofing &amp; Sheet Metal Expo Orlando June 28-30</b>		<b>The Self Storage Association Fall Conference and Trade Show Las Vegas September 5-7</b>			<b>METALCON Chicago October 9-11</b>		

## In Every Issue

<b>Profit Building</b>	Industry business icon, George Hedley, provides deep knowledge on best practices, sales and marketing strategies and other tips for business improvement.
<b>Industry Perspective</b>	Updates and insights from associations and industry players on what is happening that will affect the industry.
<b>Safety or Law</b>	Alternating every month, we offer discussion from experts on safety and law issues.
<b>Retrofit with Mark James</b>	Industry knowledge expert, Mark James, delivers tips for success in the retrofit business.
<b>Success Stories</b>	Profiles of contractors and fabricators who are achieving success in a tough market and how they do it.
<b>News and Events</b>	Reporting on the latest news, personnel moves and events affecting the metal construction industry.
<b>New Products</b>	Every month, MCN will feature new products as they debut in the marketplace.
<b>Editor's Pick</b>	A one-page mini-feature that spotlights the success of a top project.

