








2021 Editorial Calendar

	Special Coverage	Business Management	Turf Care & Irrigation	Trees & Ornamentals	Design/Build & Hardscape	Get Equipped Product Focus	In Every Issue
SPRING ISSUE Feb/Mar Ad Close: 2/5/21 Materials Due: 2/12/21	<ul style="list-style-type: none"> • The Mowing Issue & The Busy Season Equipment, trends, and strategies to deliver optimum mowing services  <ul style="list-style-type: none"> • Turf DesignBuild Special Section 	<ul style="list-style-type: none"> • Employees and hiring • Routing and scheduling tips and tricks 	<ul style="list-style-type: none"> • Pre-emergent herbicide application • Fertilization tips, and efficiency strategies • Irrigation start-up strategies and solutions 	<ul style="list-style-type: none"> • New Plant Introductions  <ul style="list-style-type: none"> • Spring Tree Care, including disease management 	<ul style="list-style-type: none"> • Trends in Design/Build Services • Hardscape Maintenance 	<ul style="list-style-type: none"> • Walk Behind, Stand-On & Zero-Turn Mowers • Small Engine & Handheld Equipment • Pesticides & Disease Control • Fertilizers 	<p>My Landscape: An interview with a Facility Executive about their property landscape needs and the benefits their landscape contractors provide.</p> <p>Off The Record: Condensed conversations about popular, timely topics discussed by members of Turf's LawnSite and PlowSite forums.</p>
SUMMER ISSUE May/June Ad Close: 4/30/21 Materials Due: 5/7/21	<ul style="list-style-type: none"> • Sustainability & Going Green Trends and strategies that reduce environmental impacts on landscapes 	<ul style="list-style-type: none"> • Commercial, government and municipal contracts and servicing • Franchising: Is it for you? • Guide to insurance 	<ul style="list-style-type: none"> • Disease prevention and treatment for lawns • Summer irrigation tips and tricks, including water conservation 	<ul style="list-style-type: none"> • Care and maintenance for ornamentals • Tree care services (pruning, trimming, and chemical controls) 	<ul style="list-style-type: none"> • Software for Design/Build Projects • Trends in Hardscape Materials and Design 	<ul style="list-style-type: none"> • Construction Equipment • Tree Care Equipment • Battery-Powered Equipment • Software Products /Consulting Services 	 
FALL ISSUE Aug/Sept Ad Close: 9/3/21 Materials Due: 9/10/21	 <ul style="list-style-type: none"> • Snow & Ice Management Equipment, trends, and strategies to deliver optimum snow and ice services  <ul style="list-style-type: none"> • Tree Services Special Section 	<ul style="list-style-type: none"> • Making the most of software, from work orders to fleet management • Maximizing sales results, and expanding referral pipeline 	<ul style="list-style-type: none"> • Fall fertilization best practices • Overseeding and weed control 	<ul style="list-style-type: none"> • Insect/pest control • Fall leaf and yard clean ups 	 <ul style="list-style-type: none"> • Landscape Design & Services • Irrigation and Drainage around hard-scapes 	<ul style="list-style-type: none"> • Spreaders, Sprayers & Seeds • Small Engine & Handheld Equipment • Snow & Ice Equipment • GIE+Expo and Hardscape North America Preview 	<p>CONTACT THE EDITORS:</p> <p>Anne Cosgrove Editor In Chief 732-559-1250 acosgrove@groupc.com</p> <p>Christine Menapace Managing Editor 732-559-1255 cmenapace@groupc.com</p>
WINTER ISSUE Nov/Dec Ad Close: 10/29/21 Materials Due: 11/5/21	<ul style="list-style-type: none"> • Optimizing The Off-Season & Looking To 2022 • What services to add in 2021? • Securing contracts and renewing customers for the coming season 	<ul style="list-style-type: none"> • How-to on preparing equipment budgets • Advertising and marketing strategies 	<ul style="list-style-type: none"> • Lawn care and turf health • Xeriscaping and water conservation 	<ul style="list-style-type: none"> • Preparing customer landscapes for Spring • Tree care equipment trends and maintenance 	<ul style="list-style-type: none"> • Design/Build Project Showcase • Construction Equipment: Buying Tips 	<ul style="list-style-type: none"> • Pesticides & Disease Control • Trucks, Trailers, UTV/ATVs • Landscape Lighting & Enhancements • Irrigation & Water Management 	