### 2021 Editorial Calendar

#### Special Coverage
- **Sustainability & Going Green**
  - Trends and strategies that reduce environmental impacts on landscapes

- **Turf DesignBuild Special Section**
  - Pre-emergent herbicide application
  - Fertilization tips, and efficiency strategies
  - Irrigation start-up strategies and solutions
  - New Plant Introductions
  - Spring Tree Care, including disease management
  - Hardscape Maintenance

- **Employees and hiring**
- **Routing and scheduling tips and tricks**
- **Commercial, government and municipal contracts and servicing**
- **Franchising: Is it for you?**
- **Guide to insurance**

#### Business Management
- **Making the most of software, from work orders to fleet management**
- **Maximizing sales results, and expanding referral pipeline**
- **Fall fertilization best practices**
- **Overseeding and weed control**
- **Insect/pest control**
- **Fall leaf and yard clean ups**

#### Turf Care & Irrigation
- **Pre-emergent herbicide application**
- **Fertilization tips, and efficiency strategies**
- **Irrigation start-up strategies and solutions**
  - New Plant Introductions
  - Spring Tree Care, including disease management

#### Trees & Ornamentals
- **Disease prevention and treatment for lawns**
- **Summer irrigation tips and tricks, including water conservation**
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#### Design/Build & Hardscape
- **Care and maintenance for ornamentals**
- **Tree care services (pruning, trimming, and chemical controls)**
- **Software for Design/Build Projects**
- **Tree care services (pruning, trimming, and chemical controls)**
- **Trends in Hardscape Materials and Design**

#### Get Equipped Product Focus
- **Trends in Design/Build Services**
- **Hardscape Maintenance**
- **Walking Behind, Stand-On & Zero-Turn Mowers**
- **Small Engine & Handheld Equipment**
- **Pesticides & Disease Control**
- **Fertilizers**

#### In Every Issue
- **Conversations about popular, timely topics discussed by members of Turf’s LawnSite and PlowSite forums.**
- **Construction Equipment**
- **Tree Care Equipment**
- **Battery-Powered Equipment**
- **Software Products/Consulting Services**

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**SPRING ISSUE**
- **Feb/Mar**
- **Ad Close:** 2/5/21
- **Materials Due:** 2/12/21

**SUMMER ISSUE**
- **May/June**
- **Ad Close:** 4/30/21
- **Materials Due:** 5/7/21

**FALL ISSUE**
- **Aug/Sept**
- **Ad Close:** 9/3/21
- **Materials Due:** 9/10/21

**WINTER ISSUE**
- **Nov/Dec**
- **Ad Close:** 10/29/21
- **Materials Due:** 11/5/21