












# 2020 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Focus	<b>Emerging Technologies</b> Ad Close: 12/03/2019 Material Due: 12/11/2019	<b>Nonferrous Thermal Processing</b> Ad Close: 1/08/2020 Material Due: 1/14/2020	<b>Heat Treating</b> Ad Close: 2/03/2020 Material Due: 2/11/2020	<b>Aftermarket, Consulting, Training</b> Ad Close: 3/05/2020 Material Due: 3/11/2020	<b>Automotive Heat Treating</b> Ad Close: 04/08/2020 Material Due: 4/14/2020	<b>Energy Savings</b> Ad Close: 5/07/2020 Material Due: 5/11/2020
Articles	<ul style="list-style-type: none"> <li>▶ Heat Treating</li> <li>▶ Vacuum/Surface Treating</li> <li>▶ Process Control &amp; Instrumentation</li> <li>▶ Materials Characterization &amp; Nondestructive Testing (NDT)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Nonferrous Heat Treating</li> <li>▶ Industrial Gases/Combustion</li> <li>▶ Ceramics &amp; Refractories/Insulation</li> <li>▶ Nonferrous Melting/Forming/Joining</li> </ul>	<ul style="list-style-type: none"> <li>▶ Heat Treating</li> <li>▶ Vacuum/Surface Treating</li> <li>▶ Sintering/Additive Manufacturing</li> <li>▶ Heat &amp; Corrosion Resistant/Composites</li> </ul>	<ul style="list-style-type: none"> <li>▶ Ceramics &amp; Refractories/Insulation</li> <li>▶ Heat Treating</li> <li>▶ Industrial Gases/Combustion</li> <li>▶ Melting/Forming/Joining</li> </ul>	<ul style="list-style-type: none"> <li>▶ Induction Heat Treating</li> <li>▶ Sintering/Additive Manufacturing</li> <li>▶ Vacuum/Surface Treating</li> <li>▶ Materials Characterization &amp; Nondestructive Testing</li> </ul>	<ul style="list-style-type: none"> <li>▶ Industrial Gases/Combustion</li> <li>▶ Heat Treating</li> <li>▶ Process Control &amp; Instrumentation</li> <li>▶ Heat &amp; Corrosion Resistant Materials/Composites</li> </ul>
Lit/Web Showcase Topics	<ul style="list-style-type: none"> <li>▶ Instrumentation &amp; Controls</li> <li>▶ Materials Characterization &amp; Testing Equipment</li> <li>▶ Cooling Towers</li> <li>▶ Vacuum Pumps</li> </ul>	<ul style="list-style-type: none"> <li>▶ Nonferrous Furnace Systems</li> <li>▶ Burners &amp; Combustion Equipment</li> <li>▶ Industrial Gases/Atmos. Generation</li> <li>▶ Refractories &amp; Insulation Materials</li> </ul>	<ul style="list-style-type: none"> <li>▶ Furnace &amp; Heat Treating Systems</li> <li>▶ Heat Exchangers &amp; Quenching Systems</li> <li>▶ Commercial Heat Treating</li> </ul>	<ul style="list-style-type: none"> <li>▶ Refractories &amp; Insulation Materials</li> <li>▶ Ceramic Fixtures &amp; Components</li> <li>▶ Ovens &amp; Kilns</li> <li>▶ Cooling Towers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Materials Characterization &amp; Testing Equipment</li> <li>▶ Controls &amp; Power Supplies</li> <li>▶ Induction Heating/Melting Systems</li> <li>▶ Sintering/Powder Metallurgy</li> </ul>	<ul style="list-style-type: none"> <li>▶ Burners &amp; Accessories</li> <li>▶ Industrial Gases/Atmosphere</li> <li>▶ Alloy &amp; Specialty Metals</li> <li>▶ Refractories &amp; Insulation Materials</li> </ul>
eTech Focus	▶ Ceramics & Refractories/Insulation	▶ Combustion & Burners	▶ Heat Treating	▶ Heat & Corrosion Resistant Materials/Composites	▶ Induction Heating	▶ Industrial Gases & Atmospheres
Special eBlasts		▶ 3D Printing eBlast ▶ White Paper eBlast		▶ 3D Printing eBlast ▶ White Paper eBlast		▶ 3D Printing eBlast
International		 China Edition	 ▶ Brazil Edition	 ▶ China Edition		  China & Brazil Editions
Special Section/Insert	▶ Technology Spotlight		 ▶ <b>DIRECTORY:</b> Commercial HT Capabilities	▶ <b>DIRECTORY:</b> Aftermarket Services	▶ View from the Top	
Advertiser Bonuses	<ul style="list-style-type: none"> <li>▶ Buy full/fractional page ad, get a FREE same-size Technology Spotlight</li> <li>▶ FREE Signet Ad Research Study (1/2-pg. or larger)</li> <li>▶ \$1,000 Value</li> </ul>	   <small>In February, with purchase of ad in January and February</small>	<ul style="list-style-type: none"> <li>▶ FREE for Advertisers - Heat Treat Capabilities Directory Data File (\$1,750 value)</li> <li>▶ FREE Deluxe Listing &amp; Social Media Links in the Commercial Heat Treat Capabilities Directory</li> </ul>	<ul style="list-style-type: none"> <li>▶ FREE Deluxe Listing &amp; Social Media Links in the Aftermarket Services Directory</li> </ul>	<ul style="list-style-type: none"> <li>▶ Buy a 1/2 page or larger ad, get a FREE View from the Top company profile</li> </ul>	 <ul style="list-style-type: none"> <li>▶ Supersize your ad; 75% off second ad</li> <li>▶ Energy-Saver Update</li> </ul>
Bonus Show Distribution	▶ <b>TMS 2020</b> Feb. 23-27 San Diego, CA	▶ <b>TMS 2020</b> Feb. 23-27 San Diego, CA		<ul style="list-style-type: none"> <li>▶ <b>AISTech 2020</b> May 4-7 Cleveland, OH</li> <li>▶ <b>Rapid + TCT 2020</b> April 20-23 Anaheim, CA</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>World PM 2020</b> June 27-July 1 Montreal, Quebec</li> <li>▶ <b>Wire Expo</b> June 2-4 Uncasville, CT</li> </ul>	

# 2020 EDITORIAL CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER		
<b>Buyers Guide</b>	<b>FNA Show Issue #1</b>	<b>FNA Show Issue #2</b>	<b>Process Control</b>	<b>Aerospace Thermal Process</b>	<b>Heat Treating</b>	<b>Focus</b>	
Ad Close: 06/05/2020 Material Due: 6/10/2020	Ad Close: 07/09/2020 Material Due: 07/14/2020	Ad Close: 08/05/2020 Material Due: 08/11/2020	Ad Close: 09/03/2020 Material Due: 09/10/2020	Ad Close: 10/05/2020 Material Due: 10/13/2020	Ad Close: 11/05/2020 Material Due: 11/11/2020		
<h2>2020 BUYERS GUIDE</h2> <p>If it's needed in the industrial heating industry, it can be found in our Buyers Guide!</p> <ul style="list-style-type: none"> <li>▶ Display Advertiser Bonuses: <ul style="list-style-type: none"> <li>• Free Deluxe Listing</li> <li>• Free Social Media Links</li> <li>• Discounts on Upgrades</li> </ul> </li> <li>▶ More than \$4,000 in Bonuses Available!</li> <li>▶ Fully searchable online</li> <li>▶ eTech Focus: Materials Characterization &amp; Testing</li> </ul>  <p><b>FNA 2020</b> Sept. 30-Oct. 2 • Louisville, KY</p>	<ul style="list-style-type: none"> <li>▶ Process Control &amp; Instrumentation</li> <li>▶ Induction Heat Treating</li> <li>▶ Materials Characterization &amp; Nondestructive Testing</li> <li>▶ Melting/Forming/Joining</li> </ul>	<ul style="list-style-type: none"> <li>▶ Heat Treating</li> <li>▶ Vacuum/Surface Treating</li> <li>▶ Sintering/Additive Manufacturing</li> <li>▶ Heat &amp; Corrosion Resistant/Composites</li> </ul>	<ul style="list-style-type: none"> <li>▶ Heat Treating</li> <li>▶ Process Control &amp; Instrumentation</li> <li>▶ Industrial Gases/Combustion</li> <li>▶ Ceramics &amp; Refractories/Insulation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Vacuum/Surface Treating</li> <li>▶ Heat Treating</li> <li>▶ Melting/Forming/Joining</li> <li>▶ Materials Characterization &amp; Nondestructive Testing</li> </ul>	<ul style="list-style-type: none"> <li>▶ Induction Heat Treating</li> <li>▶ Sintering/Additive Manufacturing</li> <li>▶ Process Control &amp; Instrumentation</li> <li>▶ Heat &amp; Corrosion Resistant/Composites</li> </ul>	<b>Articles</b>	
	<ul style="list-style-type: none"> <li>▶ Induction Heating/Melting</li> <li>▶ Process Controls &amp; Instrumentation</li> <li>▶ Salt Bath Equipment &amp; Supplies</li> <li>▶ Thermocouples &amp; Atmosphere Analyzers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Heat Treating Furnaces &amp; Accessories</li> <li>▶ Alloy &amp; Specialty Metals</li> <li>▶ Heat Exchangers &amp; Quenching Systems</li> </ul>	<ul style="list-style-type: none"> <li>▶ Burners &amp; Combustion Equipment</li> <li>▶ Cooling Towers</li> <li>▶ Refractory &amp; Insulating Materials</li> <li>▶ Industrial Gases/Atmosphere Generation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Vacuum Furnace &amp; Components</li> <li>▶ Heating Elements</li> <li>▶ Materials &amp; Characterization &amp; Testing Equipment</li> <li>▶ Melting Furnace Systems</li> </ul>	<ul style="list-style-type: none"> <li>▶ Burners &amp; Combustion Equipment</li> <li>▶ Ovens &amp; Kilns</li> <li>▶ Heat Treating Furnaces &amp; Accessories</li> <li>▶ Induction Heating &amp; Melting</li> </ul>		<b>Lit/Web Showcase Topics</b>
	<ul style="list-style-type: none"> <li>▶ Melting/Forming/Joining</li> </ul>	<ul style="list-style-type: none"> <li>▶ Sintering/Powder Metallurgy</li> </ul>	<ul style="list-style-type: none"> <li>▶ Processing Control &amp; Instrumentation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Vacuum/Surface Treatments</li> </ul>	<ul style="list-style-type: none"> <li>▶ Quenching</li> </ul>		<b>eTech Focus</b>
	<ul style="list-style-type: none"> <li>▶ 3D Printing eBlast</li> </ul>	<ul style="list-style-type: none"> <li>▶ White Paper eBlast</li> </ul>	<ul style="list-style-type: none"> <li>▶ 3D Printing eBlast</li> </ul>		<ul style="list-style-type: none"> <li>▶ 3D Printing eBlast</li> <li>▶ White Paper eBlast</li> </ul>		<b>Special eBlasts</b>
	 <ul style="list-style-type: none"> <li>▶ China Edition</li> </ul>	 <ul style="list-style-type: none"> <li>▶ Brazil Edition</li> </ul>	 <ul style="list-style-type: none"> <li>▶ China Edition</li> </ul>		  <ul style="list-style-type: none"> <li>China &amp; Brazil Editions</li> </ul>		<b>International</b>
					<ul style="list-style-type: none"> <li>▶ <b>DIRECTORY:</b> Materials Characterization &amp; Testing Buyers Guide</li> </ul>		<b>Special Section/Insert</b>
	<ul style="list-style-type: none"> <li>▶ FNA Show Profile</li> </ul>	<div style="background-color: red; color: white; padding: 5px; text-align: center;"> <b>FREE SECOND AD</b>  <small>In August, with purchase of ad in August and September</small> </div>			<ul style="list-style-type: none"> <li>▶ Technology eBlast</li> <li>▶ FREE Deluxe Listing &amp; Social Media Links in the Materials Characterization &amp; Testing Buyers Guide</li> </ul>	 <ul style="list-style-type: none"> <li>▶ Supersize your ad; 75% OFF Second Ad</li> <li>▶ Product Roundup</li> </ul>	<b>Advertiser Bonuses</b>
	 <p>Sept. 30-Oct. 2 • Louisville, KY</p>	 <p>Sept. 30-Oct. 2 • Louisville, KY</p>	 <p>Sept. 30-Oct. 2 • Louisville, KY</p>				
	<ul style="list-style-type: none"> <li>▶ <b>Furnaces North America 2020</b> Sept. 30-Oct. 2 Louisville, KY</li> <li>▶ <b>IMAT 2020 - ASM Intl.</b> Intl. Mats. Applic. &amp; Technol.; Sept. 14-17, Cleveland, OH</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Furnaces North America 2020</b> Sept. 30-Oct. 2 Louisville, KY</li> <li>▶ <b>MS&amp;T 2020</b> Oct. 4-8 Pittsburgh, PA</li> </ul>					<b>Bonus Show Distribution</b>