

# 2021 FMD EDITORIAL CALENDAR

Complete media kit available at [FMDkit.com](http://FMDkit.com)

	PROJECT PROFILE	RETROFIT SPECIFICATION	SUPPLIER PERSPECTIVES	FACILITY SOLUTIONS	GROUNDS MANAGEMENT	AD CLOSE DATE
						MATERIALS DUE
JAN.	HVAC	Security & Door Hardware	Plumbing	Lifts*	Mowers	NOV. 25
						DEC. 4
FEB. <small>Ad Readership Study</small>	Roofing	Boilers & Water Heaters	Paints & Coatings	CMMS	Utility Vehicles	JAN. 5
						JAN. 12
APRIL	Security	Roofing	Portable Cooling	Lighting	Hardscapes	MARCH 5
						MARCH 12
MAY	HVAC	Lighting	Drain Cleaning	Fire & Life Safety	Handheld Equipment	APRIL 7
						APRIL 14
JUNE	Mowers	Plumbing/ Restrooms	Lifts	Roof Coatings	Light Construction	MAY 3
						MAY 10
AUG.	Lighting	HVAC	Mowers	Power Tools	Utility Vehicles	JULY 2
						JULY 12
SEPT. <small>Ad Readership Study</small>	Fire & Life Safety	Door Hardware	Paints & Coatings	Drain Cleaning	Snow & Ice Management	AUGUST 5
						AUGUST 12
OCT.	Roofing	HVAC	Lighting	Equipment Rental	Mowers	SEPT. 3
						SEPT. 13
NOV.	Restrooms	Lighting	Door Hardware	Boilers & Water Heaters	Exterior Work Spaces	OCT. 6
						OCT. 13

REACH FMS WITH



\*Lifts = MEWPSs (mobile elevating work platforms)

IN EACH ISSUE:  
MANAGEMENT INSIGHT

**Digital media** is playing a dominant role into 2021 and beyond. Facilities professionals are relying on **FacilitiesNet.com** now more than ever.



 **80%**  
Webcast registrations increased

 **33%**  
FacilitiesNet traffic

 **55%**  
Enewsletter opens increased

We have the digital tools to reach decision makers however they like to consume content.

- **WEBCASTS SPONSORSHIPS** - Presenting sponsors of webcasts average 300 leads
- **EBOOKS** - A sponsorship helps identify FMs currently researching products like yours and nurtures them with your lead development process.
- **CUSTOM CONTENT DEVELOPMENT AND RESEARCH PROGRAMS** - Let us do the work for you, with custom research, and the perfect content of your brand for our audiences.
- **CUSTOM EBLASTS** - sent to targeted facility decision makers.
- **PIPELINE QUALIFIED LEADS PROGRAM** - A true platform. Phone qualified Leads, that want to be contacted by you.



The **IMMENSE ADVERTISER ROI** that comes with this record high engagement results in **UNMATCHED LEAD GENERATION** for you.

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