

2018 Media Content Calendar

(Website, Newsletters, Events)

	JANUARY/FEBRUARY/MARCH	APRIL/MAY/JUNE	JULY/AUGUST/SEPTEMBER	OCTOBER/NOVEMBER/DECEMBER
Space Closing	2/1/2018	5/1/2018	8/1/2018	11/1/2018
Special Section	2018 Watch List	Survey of Operations	Big 50	Salary Survey
Industry Coverage	<ul style="list-style-type: none"> • 2017 M&A Recap • 2018 Trends & Predictions • Education Efforts • Fleet Management (Trucks, Forklifts) • Recruiting/Maintaining Talent 	<ul style="list-style-type: none"> • Sales Management (Tips, Hiring, Strategy) • ERP Software • E-Commerce • Social Media Usage • How to Sell Service 	<ul style="list-style-type: none"> • Buying Group/Co-Op • First Half M&A Recap • Inventory Management • Succession Planning • State of Millennials • Technology Trends 	<ul style="list-style-type: none"> • Pricing • M&A Tips • Industrial Marketing • The Role of the Distributor • Logistics (Tips, Technology) • VMI Trends
Product Focus	<ul style="list-style-type: none"> • 2018 Watch List 	<ul style="list-style-type: none"> • Hoses (& Accessories) • Cutting Tools & Abrasives 	<ul style="list-style-type: none"> • Tooling (Hand & Powered) 	<ul style="list-style-type: none"> • Safety
Trade Shows & Conferences	<ul style="list-style-type: none"> • NAW • Grainger Show 	<ul style="list-style-type: none"> • ISA • MODEX • NAHAD 	<ul style="list-style-type: none"> • IMTS 	<ul style="list-style-type: none"> • NSC • STAFDA • NIFMSE • PTDA

OTHER TOPIC AREAS FOR ONLINE COVERAGE INCLUDE:

- CRM
- Update on Amazon
- Automation in Distribution, RFID
- Website Content Management
- Value of Associations/Buying Groups
- Sales Technology
- Organic Growth Strategy
- Energy Efficiency
- Business Risk Mitigation
- Website Content Management
- Warehouse Technology
- Warehouse Safety
- Supplier Relations

OTHER PRODUCT TRENDS INCLUDE THE AREAS OF:

- Material Handling
- Ergonomics
- Instrumentation
- Power Transmission & Motion Control
- Finishing Tools
- Fluids & Chemicals
- Welding
- Workstations
- Flooring
- Janitorial/Sanitation
- Lighting
- Machinery
- Marking & Labeling
- Measuring & Inspecting
- Greases
- Pneumatics & Hydraulics
- Predictive Maintenance
- Dock Equipment

NOTE: Topics will be covered during the months indicated in online or print. Topics are not limited to those listed above, as additional topics may be considered after editorial approval.