

**TURF + ORNAMENTAL**

T+O FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE	T+O FOCUS		AD CLOSE	AD CLOSE	AD CLOSE
<b>JAN</b>	<p>► <b>New! Growth Leaders!</b> Aerators; Soil health; Tanks/nozzles/hoses; Turf seed; Tree care applications</p>	DEC 14	DEC 21	JAN 24	<b>JUL</b>	Overcoming drought-damaged lawns; <i>Pythium</i> blight; Trucks, vans and accessories; Grubs; Biochar	JUN 6	JUN 13	JUL 11
<b>FEB</b>	<p>► <b>Cover story: Best sights and sounds from the LM Growth Summit!</b> Winning fertilizer combinations; Spreader-sprayers; Crabgrass and goosegrass; Sod webworms; Billbugs; PGRs; Biologicals</p>	JAN 17	JAN 24	FEB 21	<b>AUG</b>	<p>► <b>ELEVATE: year two</b> ► <b>Innovation + Technology Guide</b> Efficiency-enhanced fertilizers; Fertilizer combinations; PGRs; Crabgrass</p> <p style="text-align: right;">Signet Ad Study</p>	JUL 5	JUL 12	AUG 8
<b>MAR</b>	<p>Benefits of a great distributor; Trucks, vans and accessories; Franchising; <i>Poa annua</i>; Clover, ground ivy and nutsedge</p> <p style="text-align: right;">Signet Ad Study</p>	FEB 14	FEB 22	MAR 21	<b>SEP</b>	<p>► <b>2023 Early Order Program Guide</b> Aerators; Nutsedge; Fall armyworm; Snow mold; Walk-behind spreaders; Tank care</p>	AUG 2	AUG 9	SEP 5
<b>APR</b>	<p>► <b>Cover story: How T&amp;O pros counter cancel culture</b> Walk-behind spreaders; GPS tracking; Annual bluegrass weevil</p>	MAR 7	MAR 14	APR 11	<b>OCT</b>	Best of ELEVATE; Weed watch: foxtail, knotwood, purslane and spurge; Pink snow mold; Financial services	SEP 6	SEP 13	OCT 10
<b>MAY</b>	Controlled release / enhanced-efficiency fertilizers, Magic cocktails for heat-stressed lawns; Summer patch, brown patch and large patch; Maintenance tracking	APR 3	APR 11	MAY 9	<b>NOV</b>	Soil health; Franchising; Business software	OCT 11	OCT 18	NOV 14
<b>JUN</b>	<p>► <b>LM 150 issue!</b> Spreaders; Spotted lanternfly; Apparel</p>	MAY 9	MAY 16	JUN 13	<b>DEC</b>	<p>► <b>State of the Industry</b> ► <b>Battery-powered Equipment Guide</b> Emerging trends in fertilizers, Organics; Protective gear</p>	NOV 8	NOV 15	DEC 12

**MOWING + MAINTENANCE**

<b>M+M FOCUS</b>		AD CLOSE	MATERIALS DUE	MAIL DATE	<b>M+M FOCUS</b>		AD CLOSE	AD CLOSE	AD CLOSE
<b>JAN</b>	<p>► <b>Cover story: Mow better now! Tips to implement today</b></p> <p>► <b>New! Growth Leaders!</b></p> <p>Ride-on mowers; String trimmers; Business software; Engines; Insurance</p>	DEC 14	DEC 21	JAN 24	<b>JUL</b>	<p>Robotic mowers; String trimmers; Financial services; Tools to keep mowers clean</p>	JUN 6	JUN 13	JUL 11
<b>FEB</b>	<p>Spring clean-up; Equipment maintenance; Chainsaws; Long-reach trimmers</p>	JAN 17	JAN 24	FEB 21	<b>AUG</b>	<p>► <b>ELEVATE: year two</b></p> <p>► <b>Innovation + Technology Guide</b></p> <p>Fall clean-ups; Stand-on, walk-behind and riding mowers; Safety gear for chainsaw operation; Handheld tools</p> <p style="text-align: right;"><i>Signet Ad Study</i></p>	JUL 5	JUL 12	AUG 8
<b>MAR</b>	<p>Mulching; Shrub care; Trucks and trailers; Utility vehicles; Alternative fuels</p> <p style="text-align: right;"><i>Signet Ad Study</i></p>	FEB 14	FEB 22	MAR 21	<b>SEP</b>	<p>Zero-turn mowers; Alternative fuels; Holiday lighting; GPS tools; Rock salt spreaders</p>	AUG 2	AUG 9	SEP 5
<b>APR</b>	<p>Stand-on mowers; Remote-control mowers; Blowers; Truck accessories</p>	MAR 7	MAR 14	APR 11	<b>OCT</b>	<p>► <b>Equip Expo and HNA 2023 issue</b></p> <p>Best of ELEVATE; Utility vehicles; Tires; Communication equipment; High-tech tools</p>	SEP 6	SEP 13	OCT 10
<b>MAY</b>	<p>Zero-turn mowers; Backpack blowers; Working with dealers</p>	APR 3	APR 11	MAY 9	<b>NOV</b>	<p>Business software; Legal services; Heavy-duty equipment; Snow removal tools</p>	OCT 11	OCT 18	NOV 14
<b>JUN</b>	<p>► <b>LM 150 issue!</b></p> <p>Walk-behind mowers; Engine health; Stump removal; Snow removal</p>	MAY 9	MAY 16	JUN 13	<b>DEC</b>	<p>► <b>State of the Industry</b></p> <p>► <b>Battery-powered Equipment Guide</b></p> <p>Emerging trends; Edgers; Trimmers</p>	NOV 8	NOV 15	DEC 12

DESIGN BUILD + INSTALLATION

DB+I FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE	DB+I FOCUS		AD CLOSE	AD CLOSE	AD CLOSE
<b>JAN</b>	<p>► <b>New! Growth Leaders!</b> Compact tractors; Augers and drills; Business software; Landscape and hardscape edging</p>	DEC 14	DEC 21	JAN 24	<b>JUL</b>	Track loaders; Tile, GPS tracking and maintenance scheduling	JUN 6	JUN 13	JUL 11
<b>FEB</b>	Skid-steers; Trenchers, augers and drills; Water features; Apparel	JAN 17	JAN 24	FEB 21	<b>AUG</b>	<p>► <b>ELEVATE: year two</b> ► <b>Innovation + Technology Guide</b> Utility vehicles; Lighting; Tile <i>Signet Ad Study</i></p>	JUL 5	JUL 12	AUG 8
<b>MAR</b>	Track loaders; Equipment rentals; Attachments; Design software; Stone and aggregates <i>Signet Ad Study</i>	FEB 14	FEB 22	MAR 21	<b>SEP</b>	Renting equipment; Design trends; Water features; Attachments	AUG 2	AUG 9	SEP 5
<b>APR</b>	Handheld equipment; Saw and blades; Solid stone/pavers; Financial services	MAR 7	MAR 14	APR 11	<b>OCT</b>	<p>► <b>Equip Expo and HNA 2023 issue</b> Best of ELEVATE; Design software; Tires and tracks; Insurance</p>	SEP 6	SEP 13	OCT 10
<b>MAY</b>	<p>► <b>Cover story: Compact Equipment Advancements</b> Ponds and pond aerators; Landscape and hardscape edging; Brick; Working with dealers</p>	APR 3	APR 11	MAY 9	<b>NOV</b>	Compact excavators; Stone and aggregates; Pond aerators	OCT 11	OCT 18	NOV 14
<b>JUN</b>	<p>► <b>LM 150 issue!</b> Skid-steers; Augers and drills; Trucks, vans and accessories</p>	MAY 9	MAY 16	JUN 13	<b>DEC</b>	<p>► <b>State of the Industry</b> ► <b>Battery-powered Equipment Guide</b> Emerging design trends; Lighting; Design software</p>	NOV 8	NOV 15	DEC 12

**IRRIGATION + WATER MANAGEMENT**

I+WM FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE	I+WM FOCUS		AD CLOSE	AD CLOSE	AD CLOSE
<b>JAN</b>	► <b>New! Growth Leaders!</b> Controllers; Trenchers; Rotors	DEC 14	DEC 21	JAN 24	<b>JUL</b>	Smart Irrigation month; GPS tracking and scheduling; System maintenance	JUN 6	JUN 13	JUL 11
<b>FEB</b>	Water management; Drip irrigation; Filter cartridges	JAN 17	JAN 24	FEB 21	<b>AUG</b>	► <b>ELEVATE: year two</b> ► <b>Innovation + Technology Guide</b> Water management; Nozzles and heads; Safety gear  <i>Signet Ad Study</i>	JUL 5	JUL 12	AUG 8
<b>MAR</b>	Design software; Maintaining equipment; Irrigation research  <i>Signet Ad Study</i>	FEB 14	FEB 22	MAR 21	<b>SEP</b>	Blowout tips; Apparel; Best in Wi-fi; Drip irrigation	AUG 2	AUG 9	SEP 5
<b>APR</b>	Trucks, vans and accessories; Nozzles and heads	MAR 7	MAR 14	APR 11	<b>OCT</b>	► <b>Equip Expo and HNA 2023 issue</b> Smart irrigation; Rain/Freeze sensors; Water lines	SEP 6	SEP 13	OCT 10
<b>MAY</b>	Case study on water savings; Working with distributors	APR 3	APR 11	MAY 9	<b>NOV</b>	► <b>Cover story: Companies at the forefront of water conservation</b> 2023 Irrigation Show Issue; Drought-busting tools; Software; Trenchers	OCT 11	OCT 18	NOV 14
<b>JUN</b>	► <b>LM 150 issue!</b> Nozzles and heads; Controllers, Wi-fi tools	MAY 9	MAY 16	JUN 13	<b>DEC</b>	► <b>State of the Industry</b> ► <b>Battery-powered Equipment Guide</b> Emerging trends; Trucks	NOV 8	NOV 15	DEC 12