2014 Athletic Business EDITORIAL CALENDAR

JANUARY: **AD CLOSE:** December 2 | **MATERIALS DUE:** December 6

BONUS DISTRIBUTION: The Association of Aquatic Professionals
NCS4 National Intercollegiate Athletics Safety & Security Summit

- Purchasing Guide: Sports Field Maintenance
- Pool Chemistry
- Locker Rooms
- Weight Room Flooring
- ABC Review
- Security/Safety: Storming the Court

FEBRUARY: **AD CLOSE:** January 2 | **MATERIALS DUE:** January 7

BONUS DISTRIBUTION: IHRSA

- Purchasing Guide: Cardio Equipment
- Sustainable Renovation
- Synthetic Turf
- Fundraising
- IHRSA Trade Show Preview
- Security/Safety: Parking/Traffic Management

MARCH: **AD CLOSE:** January 30 | **MATERIALS DUE:** February 5

BONUS DISTRIBUTION at all major 2014 shows

38th Annual Buyers Guide

The industry's leading purchasing resource with more than 2,000 companies and 5,000 listings

- **Boldfaced** listings in issue
- Online featured vendor status
- Special Offer: Buy 2 pages, Get 2 pages

APRIL: **AD CLOSE:** February 27 | **MATERIALS DUE:** March 5

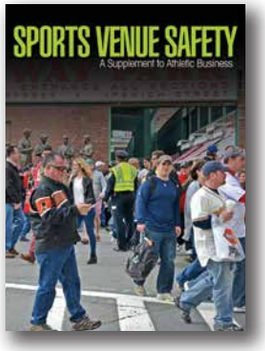
BONUS DISTRIBUTION: NIRSA

- Purchasing Guide: Gyms and Arenas
- College Rec Facilities
- Pool Maintenance
- Military Fitness
- NIRSA Trade Show Preview
- Security/Safety: Protecting Open Area Events

MAY: **AD CLOSE:** March 31 | **MATERIALS DUE:** April 4

- Purchasing Guide: Aquatics
- Sustainability/Green Technology
- Hardwood Courts
- Laundry
- Sports Field Lighting
- Membership Retention

SUPPLEMENT: SPORTS VENUE SAFETY



JUNE: **AD CLOSE:** May 1 | **MATERIALS DUE:** May 6

BONUS DISTRIBUTION at NACDA and all major 2014 shows

Architectural Showcase Issue

Featuring the newest and most innovative athletic, recreation & fitness facilities.

JULY: **AD CLOSE:** May 30 | **MATERIALS DUE:** June 4

- Products in Action
- Health Club Programming
- Tennis Surfaces
- Rec Center Renovations
- Maximizing Food & Beverage Revenue
- Security/Safety: Emergency Response

AUGUST: **AD CLOSE:** June 30 | **MATERIALS DUE:** July 3

- Purchasing Guide: Locker Rooms & Laundry
- Sponsorships
- Climbing Gyms
- Sports Facility Management & Optimization
- Aquatics Amenities
- Security/Safety: Technology

SEPTEMBER: **AD CLOSE:** July 31 | **MATERIALS DUE:** August 5

- Purchasing Guide: Stadiums and Outdoor Surfaces
- Fitness Technology
- Military Rec
- Multipurpose Gyms
- Facility Amenities: Recruiting
- Security/Safety: Entrance Screening & Safety

OCTOBER: **AD CLOSE:** August 29 | **MATERIALS DUE:** September 4

BONUS DISTRIBUTION: NRPA

- Purchasing Guide: Strength Equipment & Weight Room Flooring
- Facility Program Scheduling
- Pool Renovation
- ABC & Expo Preview
- NRPA Show Preview
- Security/Safety: Crowd Control

SUPPLEMENT: PLAYGROUND SOLUTIONS

NOVEMBER: **AD CLOSE:** September 29 | **MATERIALS DUE:** October 2

BONUS DISTRIBUTION: Athletic Business Conference & Expo

Athletic Business Conference & Expo Issue

- Purchasing Guide: Indoor Sports Surfaces
- Facility of Merit Award Winners
- Scoreboards
- Practice Facility Design
- Security/Safety: Event Staff Management
- **SHOW GUIDE:** Special Rate for Advertisers

DECEMBER: **AD CLOSE:** October 31 | **MATERIALS DUE:** November 5

BONUS DISTRIBUTION: High School AD Show

- Purchasing Guide: Building Systems, Enclosures & Shade Structures
- Pool Design
- Athletic Equipment Storage
- Bleachers & Seating
- NFHS Show Preview
- Security/Safety: Apps