

ISSA TODAY 2020 EDITORIAL CALENDAR

As the worldwide cleaning industry association, we know and understand the disruption across all channels of the marketplace. We focus our content on high-level, thought-provoking solutions to support the growth of our members and readers.

ISSA Today is the ONLY publication reaching all channels of the supply and service segments of the cleaning industry and is distributed in print to more than 9,000 ISSA members and digitally to another 30,000 industry professionals.

	January/February	March/April	May/June
Ad Close / Material Deadline	12/13/19 / 12/18/19	2/24/19 / 3/2/19	4/27/19 / 5/4/19
Lead Feature	Industry Trends and Transformation	Health, Safety, and Sustainability	Workforce Challenges and Engaging Millennials
Market Coverage	Sales Management	Competing with Amazon Business	Combating Margin Erosion
Special Coverage	Productivity and Process Improvement	Flooring Trends	Zero Waste/Recycling
Market Focus	e-Commerce Towel and Tissue	Distribution Software Carpet Care	Restroom Care Floor Care Equipment and Supplies
Bonus Distribution	Clean Buildings Expo		ISSA Show Canada

	July/August (ISSA Show 2020 Preview)	September/October	November/December (ISSA Show Review)
Ad Close / Material Deadline	6/29/19 / 7/6/19	8/17/19 / 8/31/19	11/9/19 / 11/16/19
Lead Feature	Digital Technologies and Automation	Talent Development	Today's Technology, Tomorrow's Advancements
Market Coverage	Private Labeling	Website Presence and e-Commerce	Mergers and Acquisitions
Special Coverage	Best Practices: Recruiting and Retaining Staff	Succession Planning	Differentiation
Market Focus	Safety Supplies Odor Control	Fleet/Asset Management Cleaning Tools and Supplies	Waste/Recycling Infection Prevention
Bonus Distribution		ISSA Show North America 2020	

IN EVERY ISSUE:

- ☆ Trends impacting the global cleaning industry
- ☆ Upper-level staff management tips and strategies
- ☆ Innovative products and their impact on the marketplace
- ☆ Advocacy and regulatory news and updates
- ☆ Success stories of ISSA member companies
- ☆ The latest member company news and industry updates
- ☆ Reports from IEHA, ARCSI, GBAC, ISSA Worldwide