

# 2023 EDITORIAL CALENDAR

As the worldwide cleaning industry association, we know and understand 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.

Join our celebration of the industry throughout 2023 as we highlight top industry influencers, leading products, brands, and future leaders.



Issue	Lead Feature	Special Reports - 100 <sup>th</sup> Anniversary	Industry Coverage	Market Focus	Video and Multimedia	Bonus Distribution
<b>JANUARY/FEBRUARY</b> Sales close: 1/5/23 Materials due: 1/12/23	Cyber Security	<b>100 Years of Legacy: Top Influencers of the Last 100 Years</b>	<ul style="list-style-type: none"> <li>E-commerce</li> <li>The State of the Facility Services Industry</li> </ul>	Restrooms	Marketing Tips	<b>Buying Group Shows</b>
<b>MARCH/APRIL</b> <i>Digital Only</i> Sales close: 3/2/23 Materials due: 3/9/23	Labor Strategies: Recruiting, DEI & Culture		<ul style="list-style-type: none"> <li>Distributor Marketing</li> <li>INDUSTRY SPECIAL REPORT: Distribution</li> </ul>	Carpet Care	Leaders in Distribution (Video Spotlights)	
<b>MAY/JUNE</b> Sales close: 5/4/23 Materials due: 5/11/23	Sustainability	<b>100 Years of Innovation: Top Products of the Past Century</b>	<ul style="list-style-type: none"> <li>ERP &amp; Management Systems</li> <li>Facility Services Pricing/Proposal</li> </ul>	Floor Care	Tools and Technology	<b>ISSA Show Canada 2023, Toronto   June 14-15</b>
<b>JULY/AUGUST</b> <i>Digital only</i> Sales close: 6/30/23 Materials due: 7/7/23	Supply Chain Challenges		<ul style="list-style-type: none"> <li>Fleet Management</li> <li>INDUSTRY SPECIAL REPORT: Manufacturing</li> </ul>	Towel, Tissue & Dispensers	Leaders in Manufacturing (Video Spotlights)	
<b>SEPTEMBER/OCTOBER</b> <i>ISSA Show 2023 Preview</i> Sales close: 8/18/23 Materials due: 8/25/23	M&A — Industry Trends	<b>Brands of the Century &amp; Industry Timeline</b>	<ul style="list-style-type: none"> <li>Differentiate with Value Added Services</li> <li>Guide to ISSA Show North America</li> </ul>	Infection Prevention & Control	Management Training	<b>ISSA Show North America 2023, Las Vegas   November 13-16</b>
<b>NOVEMBER/DECEMBER</b> <i>ISSA Show 2023 Issue</i> Sales close: 10/6/23 Materials due: 10/13/23	Innovation & Technology Report	<b>The Next 100 Years: Thought Leaders Looking into the Future</b>	<ul style="list-style-type: none"> <li>Sales Strategy</li> <li>IAQ &amp; Cleaning for Health</li> </ul>	Technology & Automation	Sales Training	