

# EDITORIAL CALENDAR

**IN EVERY ISSUE:** Trending topics impacting the built environment | Management-level operational best practices | Business strategy and growth solutions for BSCs | Solutions for common cleaning and maintenance challenges | Sustainable strategies for leaner and greener operations

SPACE RESERVATION	MATERIAL DEADLINE		
<b>JAN</b>	<b>JAN</b>	<b>JANUARY/FEBRUARY ISSUE</b>	
<b>3</b>	<b>10</b>	<b>CONTENT</b> <ul style="list-style-type: none"> <li>■ Infection Prevention &amp; Control</li> <li>■ AI &amp; Machine Learning</li> <li>■ Competitive Differentiation</li> <li>■ Workload Management</li> <li>■ Carpet Care Program</li> <li>■ Indoor Air Quality</li> </ul>	<b>SPONSORED CONTENT</b> <ul style="list-style-type: none"> <li>■ Infection Prevention Showcase</li> </ul> <b>ADVERTISER BONUS</b> <i>Value-add with ad placement</i> <ul style="list-style-type: none"> <li>■ Save 30% on Jan/Feb 2025 advertisements with early contract signing bonus</li> </ul>
		<b>JANUARY/FEBRUARY DIGITAL PROGRAM</b>	
		<b>WEBINAR SERIES</b> <ul style="list-style-type: none"> <li>■ Infection Prevention</li> </ul>	<b>EXCLUSIVE DIGITAL CONTENT</b> <ul style="list-style-type: none"> <li>■ Digital Marketing</li> </ul>
<b>FEB</b>	<b>FEB</b>	<b>MARCH/APRIL ISSUE</b>	
<b>20</b>	<b>27</b>	<b>CONTENT</b> <ul style="list-style-type: none"> <li>■ Sustainability</li> <li>■ Technology Adoption</li> <li>■ Bidding &amp; Estimating</li> <li>■ In-House/Facility Management Survey Report</li> <li>■ Staff Appreciation/International Cleaning Week</li> <li>■ Towels, Tissues &amp; Dispensers</li> </ul>	<b>SPONSORED CONTENT</b> <ul style="list-style-type: none"> <li>■ Technology &amp; Software Solutions</li> <li>■ Sustainable Product Showcase</li> </ul> <b>ADVERTISER BONUS</b> <i>Value-add with ad placement</i> <ul style="list-style-type: none"> <li>■ Product &amp; Technology Update: Highlight new products in email promotion</li> </ul>
		<b>MARCH/APRIL DIGITAL PROGRAM</b>	
		<b>WEBINAR SERIES</b> <ul style="list-style-type: none"> <li>■ Technology &amp; Innovation</li> </ul>	<b>EXCLUSIVE DIGITAL CONTENT</b> <ul style="list-style-type: none"> <li>■ AI Prompts</li> </ul>
<b>APR</b>	<b>APR</b>	<b>MAY/JUNE ISSUE</b>	
<b>17</b>	<b>24</b>	<b>CONTENT</b> <ul style="list-style-type: none"> <li>■ Floor Care</li> <li>■ Automation &amp; Robotics</li> <li>■ Maintaining Margins</li> <li>■ Improving Facility Image</li> <li>■ Workloading</li> <li>■ Battery &amp; Cordless Technology</li> </ul>	<b>SPONSORED CONTENT</b> <ul style="list-style-type: none"> <li>■ Floor Care Case Study/Profiles</li> </ul> <b>ADVERTISER BONUS</b> <i>Value-add with ad placement</i> <ul style="list-style-type: none"> <li>■ CMM Daily E-newsletter Ad Bonus: Banner/Sponsored Content</li> </ul>
		<b>MAY/JUNE DIGITAL PROGRAM</b>	
		<b>WEBINAR SERIES</b> <ul style="list-style-type: none"> <li>■ Hard Floor Care</li> </ul>	<b>EXCLUSIVE DIGITAL CONTENT</b> <ul style="list-style-type: none"> <li>■ Floor Cleaning How-To Tips</li> </ul>

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SPACE RESERVATION	MATERIAL DEADLINE		
<b>JUN</b>	<b>JUN</b>	<b>JULY/AUGUST ISSUE</b>	
<b>5</b>	<b>12</b>	<b>CONTENT</b> <ul style="list-style-type: none"> <li>■ People &amp; Culture</li> <li>■ Data Security</li> <li>■ Winning New Bids</li> <li>■ Training &amp; Staff Development</li> <li>■ Ergonomics &amp; Productivity</li> <li>■ RTU, Wipes, Dilution Control</li> </ul>	<b>SPONSORED CONTENT</b> <ul style="list-style-type: none"> <li>■ Restroom Showcase</li> </ul> <b>ADVERTISER BONUS</b> <i>Value-add with ad placement</i> <ul style="list-style-type: none"> <li>■ Product &amp; Technology Update: Highlight new products in email promotion</li> </ul>
		<b>JULY/AUGUST DIGITAL PROGRAM</b>	
		<b>WEBINAR SERIES</b> <ul style="list-style-type: none"> <li>■ Staffing Solutions/Workplace Culture</li> </ul>	<b>EXCLUSIVE DIGITAL CONTENT</b> <ul style="list-style-type: none"> <li>■ Building a Strong Workforce</li> </ul>
<b>AUG</b>	<b>AUG</b>	<b>SEPTEMBER/OCTOBER ISSUE</b> <i>ISSA Show Preview</i>	
<b>6</b>	<b>13</b>	<b>CONTENT</b> <ul style="list-style-type: none"> <li>■ Health &amp; Safety</li> <li>■ Quality Assurance</li> <li>■ Building Service Contractor Survey Report</li> <li>■ Emergency Preparedness</li> <li>■ Hand Hygiene</li> <li>■ Software Solutions</li> </ul>	<b>SPONSORED CONTENT</b> <ul style="list-style-type: none"> <li>■ Worth Seeing at ISSA Show 2025</li> </ul> <b>ADVERTISER BONUS</b> <i>Value-add with ad placement</i> <ul style="list-style-type: none"> <li>■ Product &amp; Service: Feature product in print and online</li> </ul>
		<b>SEPTEMBER/OCTOBER DIGITAL PROGRAM</b>	
		<b>WEBINAR SERIES</b> <ul style="list-style-type: none"> <li>■ Indoor Air Quality</li> </ul>	<b>EXCLUSIVE DIGITAL CONTENT</b> <ul style="list-style-type: none"> <li>■ The Holistic Approach to Healthy Buildings</li> </ul>
<b>SEP</b>	<b>OCT</b>	<b>NOVEMBER/DECEMBER ISSUE</b> <i>ISSA Show Bonus Distribution</i>	
<b>25</b>	<b>2</b>	 <b>ISSA SHOW</b> ISSA Show North America 2025, NORTH AMERICA 2025 Las Vegas   November 10-13, 2025 <b>CONTENT</b> <ul style="list-style-type: none"> <li>■ Technology &amp; Innovation</li> <li>■ IOT &amp; Productivity</li> <li>■ Customer/Tenant Retention</li> <li>■ Inventory Management</li> <li>■ Recycling &amp; Waste Management</li> <li>■ Floor Care Accessories: Pads, Chemistry, Batteries</li> </ul>	<b>SPONSORED CONTENT</b> <ul style="list-style-type: none"> <li>■ ISSA Exhibitor Profiles 2025</li> </ul> <b>ADVERTISER BONUS</b> <i>Value-add with ad placement</i> <ul style="list-style-type: none"> <li>■ CMM Daily E-newsletter Ad Bonus: Banner/Sponsored Content</li> </ul>
		<b>NOVEMBER/DECEMBER DIGITAL PROGRAM</b>	
		<b>WEBINAR SERIES</b> <ul style="list-style-type: none"> <li>■ Growth Strategies for 2026 (BSCs)</li> </ul>	<b>EXCLUSIVE DIGITAL CONTENT</b> <ul style="list-style-type: none"> <li>■ New Client Acquisition Tips</li> </ul>