

2027 EDITORIAL CALENDAR



ISSUE	AD CLOSE	AD DUE	SPECIAL COVERAGE	ALSO IN THIS ISSUE
JAN/FEB BONUS DIST: AOAP, HFA & NIRSA	12/1	12/7	AQUATIC DESIGN PORTFOLIO	• Cardio & Recovery* • HFA & NIRSA Exhibitors*
MARCH BONUS DIST: All Major Shows	1/29	2/5	2027 BUYER'S GUIDE Priority in online search results, boldfaced listings, 2027 purchasing data.	• Special Promo: Buy 2, Get 2
APRIL	3/1	3/5	COLLEGE REC	• Baxter Ad Research Survey • Emerging Sports • Aquatics*
MAY	4/1	4/7	THE ARTIFICIAL INTELLIGENCE ISSUE	• Pickleball • Gymnasiums & Indoor Surfaces*
JUNE BONUS DIST: All Major Shows	5/3	5/7	ARCHITECTURAL SHOWCASE	• Building Systems, Enclosures & Shade*
JULY/AUG	6/1	6/7	STATE OF THE INDUSTRY	• State of the Industry Survey Sponsorships • Locker Rooms*
SEPTEMBER BONUS DIST: NRPA	8/2	8/6	STADIUMS	• Community Rec • Stadiums & Outdoor Surfaces* • NRPA Exhibitors*
OCTOBER	9/1	9/7	FACILITIES OF MERIT™	• Pools • AB Show Preview • Weight Rooms and Strength*
NOV/DEC BONUS DIST: AB Show & NADC	9/27	10/4	AB SHOW ISSUE	• Military Fitness & Rec • High School Facilities • AB Show Exhibitors*

*Product Spotlight topic — denotes FREE product submission opportunity.

IN EVERY ISSUE

NIRSA REC CENTER

Produced in cooperation with NIRSA, this feature highlights topics and issues specific to college recreation.

STARTING LINES

Stories of leadership and innovation from the athletics, recreation and fitness industries.

DESIGN DETAILS

Celebrating the architectural touches that elevate the very best facilities.

LEGAL ACTION

Our legal experts break down pertinent cases affecting today's facility leaders.

PRODUCT SPOTLIGHT

Highlighting products aligned with each issue's designated topic.

NEW & IMPROVED

Details on the latest products hitting the market.

THE OWNERS CLUB

Our health club column authored by successful club owners.

SAFETY & SECURITY

Providing guidance to advance best practices in safety and security.

READY TO GET STARTED?



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