



PACKAGING · PROCESSING · AUTOMATION

# 2021 EDITORIAL CALENDAR

<b>SPRING</b>	<b>Publish Date: March</b> <b>Ad Close: 2/3</b> <b>Materials Due: 2/7</b>	<b>Annual Partner Leaders</b>	<b>Management</b> Reshoring  <b>Reader Interests:</b> <ul style="list-style-type: none"> <li>• Economic development</li> <li>• Workforce</li> <li>• Supply chain/sourcing materials</li> <li>• Automation</li> <li>• Global markets</li> <li>• Contract packaging</li> </ul>	<b>Technology</b> The Pros and Cons of Universal I/O  <b>Reader Interests:</b> <ul style="list-style-type: none"> <li>• Networking</li> <li>• IIoT</li> <li>• Industry protocols</li> <li>• Flexible machines</li> </ul>	<b>OEM Profile</b>	<b>Bonus Distribution:</b>  Executive Leadership Conference April 18-20
<b>SUMMER</b>	<b>Publish Date: June</b> <b>Ad Close: 4/26</b> <b>Materials Due: 5/3</b>	<b>Management</b> Using Social Media to Amplify Your Brand Story	<b>Reader Interests:</b> <ul style="list-style-type: none"> <li>• Brand management</li> <li>• Sales/Marketing</li> <li>• Attracting skilled workers</li> <li>• Thought leadership</li> </ul>	<b>Technology</b> Remote Access Security  <b>Reader Interests:</b> <ul style="list-style-type: none"> <li>• Cybersecurity</li> <li>• Network</li> <li>• Industrial control system</li> <li>• Interfaces</li> <li>• Cloud</li> </ul>	<b>OEM Profile</b>	<b>Bonus Distribution:</b>  EXPO PACK México June 8-11
<b>FALL</b>	<b>Publish Date: September</b> <b>Ad Close: 8/2</b> <b>Materials Close: 8/6</b>	<b>OEM Insider</b>	<b>Management</b> Focus on the Human Asset  <b>Reader Interests:</b> <ul style="list-style-type: none"> <li>• Engagement</li> <li>• Safety</li> <li>• Diversity/inclusion</li> <li>• Company culture</li> <li>• Hiring challenges</li> </ul>	<b>Technology</b> Collaborative Robots  <b>Reader Interests:</b> <ul style="list-style-type: none"> <li>• Implementation update</li> <li>• Safety</li> <li>• Application areas</li> <li>• Robot standards</li> </ul>	<b>OEM Profile</b>	<b>Bonus Distribution:</b>  PACK EXPO Las Vegas/Healthcare Packaging EXPO September 27-29  PMMI Annual Meeting November 2021
<b>WINTER</b>	<b>Publish Date: December</b> <b>Ad Close: 11/1</b> <b>Materials Close: 11/10</b>	<b>Annual Product Reference Guide</b>	<b>Management</b> Exploring New Partnerships  <b>Reader Interests:</b> <ul style="list-style-type: none"> <li>• Digitization</li> <li>• System integration</li> <li>• Supply chain</li> <li>• Sales</li> <li>• Business models</li> </ul>	<b>Technology</b> IIoT  <b>Reader Interests:</b> <ul style="list-style-type: none"> <li>• Smart sensors</li> <li>• OEE</li> <li>• Analytics/Machine learning</li> <li>• Modernizing machines</li> <li>• Digitization</li> </ul>	<b>OEM Profile</b>	