

## 2022 EDITORIAL CALENDAR

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### SPRING

<p><b>Publish Date: March</b> <b>Ad Close: 2/4</b> <b>Materials Due: 2/9</b></p> <p><b>Editorial Due: 1/14</b></p>	<p><b>Annual Partner Leaders</b></p>	<p><b>Management</b> Update on Lead Times and the pandemic's impact.</p> <p><b>Reader Interests:</b></p> <ul style="list-style-type: none"> <li>• Commodity pricing</li> <li>• Transportation delays</li> <li>• Supply chain</li> <li>• Reshoring</li> </ul>	<p><b>Technology</b> Innovation Report from PACK EXPO Las Vegas 2021</p> <p><b>Reader Interests:</b></p> <ul style="list-style-type: none"> <li>• Robots</li> <li>• Industrial software</li> <li>• Machine control</li> <li>• Trends in flexible packaging</li> </ul>	<p><b>Sustainability Series</b></p> <p><i>The Green Machine</i></p> <p>Technologies to help manage energy and reduce waste on packaging machines.</p>	<p><b>OEM Profile</b></p>	<p><b>Bonus Distribution</b></p> <p><b>PACK EXPO East</b> (March 21-23 Philadelphia)</p> <p><b>Executive Leadership Conference</b> (April 24-26, Marco Island, FL)</p>
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### SUMMER

<p><b>Publish Date: June</b> <b>Ad Close: 5/4</b> <b>Materials Due: 5/9</b></p> <p><b>Editorial Due: 4/9</b></p>	<p><b>Management</b> Manufacturing Day (Oct. 7, 2022)</p> <p><b>Reader Interests:</b></p> <ul style="list-style-type: none"> <li>• How to participate</li> <li>• Workforce development</li> <li>• Building a talent pipeline</li> <li>• Community outreach</li> </ul>	<p><b>Technology</b> Machine Vision &amp; Smart Instruments</p> <p><b>Reader Interests:</b></p> <ul style="list-style-type: none"> <li>• Machine vision</li> <li>• Sensors</li> <li>• Instrumentation</li> <li>• Artificial intelligence</li> </ul>	<p><b>Sustainability Series</b></p> <p><i>Sustainable Operations</i></p> <p>Steps OEMs are taking to "go green" within their own offices.</p>	<p><b>OEM Profile</b></p>	<p><b>Bonus Distribution</b></p> <p><b>EXPO PACK Mexico</b> (June 14-17 Mexico City)</p>
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### FALL

<p><b>Publish Date: Sept.</b> <b>Ad Close: 8/6</b> <b>Materials Due: 8/11</b></p> <p><b>Editorial Due: 6/25</b></p>	<p><b>OEM Insider</b></p>	<p><b>Management</b> Digital Workflows to Optimize the Workforce</p> <p><b>Reader Interests:</b></p> <ul style="list-style-type: none"> <li>• Internal operations</li> <li>• Business processes</li> <li>• Customer service</li> <li>• Enterprise software</li> </ul>	<p><b>Technology</b> Cybersecurity FAQ</p> <p><b>Reader Interests:</b></p> <ul style="list-style-type: none"> <li>• Defense in Depth</li> <li>• User authentication</li> <li>• Network access control</li> <li>• Anomaly detection</li> <li>• Security information and event management</li> </ul>	<p><b>Sustainability Series</b></p> <p><i>Good Corporate Citizen</i></p> <p>OEM efforts to focus on social responsibility. (Ex: improving labor policies, charitable giving, volunteering, policies that benefit the environment/ reduce carbon footprint.)</p>	<p><b>OEM Profile</b></p>	<p><b>Bonus Distribution</b></p> <p><b>PACK EXPO International</b> (Oct. 23-26 Chicago, IL)</p> <p><b>PMMI Annual Meeting</b> (November)</p>
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### WINTER

<p><b>Publish Date: Dec.</b> <b>Ad Close: 11/1</b> <b>Materials Due: 11/8</b></p> <p><b>Editorial Due: 10/16</b></p>	<p><b>Annual Product Reference Guide</b></p>	<p><b>Management</b> The Power of Video</p> <p><b>Reader Interests:</b></p> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Social Media</li> <li>• Brand recognition</li> <li>• Video tools</li> <li>• Lead generation</li> </ul>	<p><b>Technology</b> Integrator Insights</p> <p><b>Reader Interests:</b> System integrators offer advice on the selection and use of:</p> <ul style="list-style-type: none"> <li>• PLCs, PACs, Industrial PCs</li> <li>• Cables and Connectors</li> <li>• Drives</li> <li>• HMIs</li> </ul>	<p><b>Sustainability Series</b></p> <p><i>Packaging Trends</i></p> <p>Sustainable packaging trends OEMs need to be aware of going into 2023.</p>	<p><b>OEM Profile</b></p>
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