

2012 Editorial Calendar



PROVIDING CONTENT THAT IS INFORMED, TRUSTED AND RELEVANT

WE DON'T JUST REACH THE EDUCATION MARKETPLACE, WE HELP TO SHAPE IT

- Award-winning editorial and design
- Reliable research regularly cited in the national media
- An integral part of the education market – our staff serving on boards, committees and task forces for industry and government
- A quality BPA-audited circulation reaching more than 48,000 key decision makers in K-12 school districts nationwide
- The most advertising and editorial pages
- Voted the magazine “most useful in their jobs” by our readers – putting national issues in perspective, fostering a sense of community and helping our readers make smarter decisions
- Dedicated to sharing information that will make schools a better, healthier and safer place for students to learn

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Trends in Construction, Interior Design, Safety & Security, Technology, Maintenance, Services and more...	17th Annual School Construction Report	Planning Your 2012 Summer Projects	SPECIAL ISSUE: GREEN SCHOOLS	Recovery and Rebuilding After a Disaster	Closing Schools – Is It a Good Financial Choice?	Report: The Condition of Our Nation's Schools	K-12 Funding: Legislation and Political Platforms	2012-2013 Education Marketplace: The Largest, Most Comprehensive Buyers' Guide in the Industry	Design Tips to Maximize School Facilities' Operational Efficiency and Sustainability	Funds For STEM/ Facilities For STEM	A Better Place to Learn – Designing or Remodeling Schools With a Focus on Flexibility
Facilities	<ul style="list-style-type: none"> Outdoor Learning and Play Spaces Cafeteria and Food Service Solutions Trends in Green Maintenance & Operations Building Blueprints: Entryways/ Foyers/ Community Spaces 	<ul style="list-style-type: none"> Interior Design: Using Colors, Fabrics, Furnishings and Space Best Cleaning Practices For Schools Trends in Green Facility Planning Building Blueprints: Libraries and Media Centers A Final Thought 	<ul style="list-style-type: none"> Mechanical Systems: Water Treatment, Plumbing, HVAC and Building Controls Windows and Doors Trends in Green Maintenance & Operations Building Blueprints: Landscape Architecture A Final Thought 	<ul style="list-style-type: none"> Trends in Green Facility Planning Building Blueprints: ADA A Final Thought 	<ul style="list-style-type: none"> IAQ, Acoustics, Daylighting and Their Impact on Learning Outsourcing and Contract Services Trends in Green Maintenance & Operations Building Blueprints: Early Childhood Spaces A Final Thought 	<ul style="list-style-type: none"> Building Envelope: Roofs, Walls, Windows and More Sports Facility Updates Trends in Green Facility Planning A Final Thought 	<ul style="list-style-type: none"> Carpet and Floors Furniture and Furnishings Trends in Green Maintenance & Operations Building Blueprints: Science Facilities A Final Thought 	<ul style="list-style-type: none"> Energy Management Signage and Wayfinding Trends in Green Facility Planning Building Blueprints: Auditoriums and Performing Arts Spaces A Final Thought 		<ul style="list-style-type: none"> Restrooms – Fixtures and Partitions Walls, Ceilings, Insulation and Waterproofing Trends in Green Maintenance & Operations Building Blueprints: Career and Technical Education A Final Thought 	<ul style="list-style-type: none"> Building Automation: HVAC and Energy Management Modular, ICF and Precast Construction Trends in Green Facility Planning A Final Thought 	<ul style="list-style-type: none"> Bright Ideas: Lighting and Daylighting Roofing and Insulation Trends in Green Maintenance & Operations Building Blueprints: Stadiums, Track & Field and Locker Rooms A Final Thought
Safety and Security	<ul style="list-style-type: none"> Integrated Security Systems School Safety & Security School Security Watch 	<ul style="list-style-type: none"> Emergency Management Fire & Life Safety School Security Watch 	<ul style="list-style-type: none"> Cameras and Video Analytics School Safety & Security School Security Watch 	<ul style="list-style-type: none"> Security Technologies Fire & Life Safety School Security Watch 	<ul style="list-style-type: none"> Mass Notification/Critical Communications School Safety & Security School Security Watch 	<ul style="list-style-type: none"> Emergency: Lighting, Fixtures and Alarms Fire & Life Safety School Security Watch 	<ul style="list-style-type: none"> Roles and Responsibilities of the SRO School Safety & Security School Security Watch 	<ul style="list-style-type: none"> Access Control/ Visitor Management Fire & Life Safety School Security Watch 		<ul style="list-style-type: none"> Building and Fire Codes School Safety & Security School Security Watch 	<ul style="list-style-type: none"> Safe Schools Checklist Fire & Life Safety School Security Watch 	<ul style="list-style-type: none"> Surveillance and Physical Security School Safety & Security School Security Watch
Technology and Business	<ul style="list-style-type: none"> 21st-Century Education Transformation: How Technology Has Changed Classroom Design Emerging Technology 	<ul style="list-style-type: none"> Computer Networking Infrastructure and Related Issues Business Practices 	<ul style="list-style-type: none"> Selecting AV, Projection and Presentation Products Emerging Technology 	<ul style="list-style-type: none"> From Tactic to Strategy: Cloud Computing in K-12 Districts Business Practices 	<ul style="list-style-type: none"> Tech-Infused Extreme School Makeover Emerging Technology 	<ul style="list-style-type: none"> Many Uses of Displays and Digital Signage Business Practices 	<ul style="list-style-type: none"> Wireless and Mobile Learning Emerging Technology 	<ul style="list-style-type: none"> Copiers, Printers and Peripherals Business Practices 		<ul style="list-style-type: none"> Improving Learning with Audio Equipment and Classroom Amplification Emerging Technology 	<ul style="list-style-type: none"> Interactive Learning Solutions Business Practices 	<ul style="list-style-type: none"> Administrative Areas: Offices, Mailrooms and more Emerging Technology
Special Section	Products That Work	Buying Co-ops: The Who and the How	Impact on Learning		Education Interiors – Fixtures, Furnishings, Finishes and Design	Education Design Showcase	Safe and Secure Schools	Maintenance, Repair and Custodial Care		School Furniture and Equipment	Sustainability & Innovation Awards	Technology for Schools
Free Marketing Support	<ul style="list-style-type: none"> Construction Alert Reports PLUS: Products That Work Advertorial Publicity (1/2 pg min.) BONUS BUCKS	<ul style="list-style-type: none"> Construction Alert Reports PLUS: Special Buying Co-op Section Bonuses BONUS BUCKS	<ul style="list-style-type: none"> Construction Alert Reports BONUS BUCKS	<ul style="list-style-type: none"> Construction Alert Reports PLUS: Green Advertiser Bonuses BONUS BUCKS	<ul style="list-style-type: none"> Construction Alert Reports PLUS: Special Interiors Section Bonuses BONUS BUCKS	<ul style="list-style-type: none"> Construction Alert Reports BONUS BUCKS	<ul style="list-style-type: none"> Construction Alert Reports PLUS: Special Security Section Bonuses BONUS BUCKS	<ul style="list-style-type: none"> Construction Alert Reports PLUS: Special Maintenance Section Bonuses BONUS BUCKS	<ul style="list-style-type: none"> Expanded Product and Supplier Listings, Product Showcases and More In-Print & Online See Brochure for More Details BONUS BUCKS	<ul style="list-style-type: none"> Construction Alert Reports PLUS: Special Furniture Section Bonuses BONUS BUCKS	<ul style="list-style-type: none"> Construction Alert Reports BONUS BUCKS	<ul style="list-style-type: none"> Construction Alert Reports PLUS: Special Technology Section Bonuses BONUS BUCKS
Closing Dates	Close: Dec-1 Materials: Dec-8	Close: Jan-3 Materials: Jan-10	Close: Feb-1 Materials: Feb-8	Close: Mar-1 Materials: Mar-8	Close: Apr-2 Materials: Apr-9	Close: May-1 Materials: May-8	Close: Jun-1 Materials: Jun-8	Close: Jul-2 Materials: Jul-9	Close: Aug-1 Materials: Aug-8	Close: Sept-4 Materials: Sept-11	Close: Oct-1 Materials: Oct-8	Close: Nov-1 Materials: Nov-8
Bonus Distribution	Bonus Distribution at AASA	Bonus Distribution at NFM&T, NSPMA, ISC-West	Bonus Distribution at NSBA	Bonus Distribution at All Major Education Shows	Bonus Distribution at ISTE, NEOCON, InfoComm		Bonus Distribution at ASIS	Bonus Distribution at CEFPI, ASBO	Bonus Distribution at All Major Education Shows	Bonus Distribution at NSSEA-SES, USGBC/Greenbuild		



For details about the Bonus Bucks Program or the Special Section Bonuses refer to the 2012 Marketing Support brochure.

Special Sections & Awards Programs

JANUARY	MAY	SEPTEMBER
<p>Products That Work</p> <p>Our annual special advertising/advertorial section that features case histories and showcases products that are new, noteworthy and useful to people involved in all areas of educational facilities.</p>	<p>Education Interiors</p> <p>Studies are showing that students who are comfortable and relaxed in their learning spaces are more likely to earn better grades. In this special section you will learn how colors, lighting, fixtures, furnishings, finishing, design and other components are being chosen to help students get more out of their classroom time.</p>	<p>Education Marketplace (Buyers' Guide)</p> <p>SP&M's Education Marketplace is the largest and most comprehensive buyers' guide in the education industry. This annual directory includes comprehensive lists of products, services and suppliers, as well as articles and checklists that help schools make the most of their dollars.</p>
FEBRUARY	JUNE	OCTOBER
<p>School Construction Report</p> <p>SP&M's 17th annual nationally recognized report includes cost data and other information representing both national and regional construction on projects completed in 2011, projects scheduled for completion in 2012 and those that are scheduled to begin in 2012.</p> <p>Buying Co-ops: The Who & How</p> <p>Cooperative purchasing can be the answer for institutions looking to stretch their limited dollars – lowering the cost of items due to volume buys and saving institutions time and effort. In this special section we will look at who is providing these services, the purchasing programs available and how they can work for your institution.</p>	<p>Education Design Showcase</p> <p>Looking for exemplary architectural firms and inspiring designs? Here is the place to go. This program promotes best practice, showcases outstanding architecture and design in K-12 facilities, and provides a comprehensive index of the architects, suppliers and manufacturers who have provided the products or services used to make these projects exceptional.</p>	<p>School Furniture and Equipment Guide</p> <p>Information about how to equip your school from classroom to cafeteria; the importance of ergonomics; trends in design; how changes in teaching and learning styles influence furniture design; and the latest furniture and equipment being used to create effective learning environments.</p>
MARCH	JULY	NOVEMBER
<p>Impact on Learning Awards</p> <p>An awards program that recognizes, through case studies, new and creative elements of the educational facilities that are proven to have had a positive impact on the ability of students to learn.</p>	<p>Safe and Secure Schools</p> <p>Articles in this special section will focus on access control, communication systems, the latest security technologies, fire and life safety, planning and preparedness, issues and initiatives and the elements of design that make schools safe.</p>	<p>Sustainability & Innovation Awards</p> <p>This annual awards program highlights our panel of judges' choices of the most innovative solutions being used to address today's sustainability design challenges in educational facilities.</p>
APRIL	AUGUST	DECEMBER
<p>Special Issue: Green Schools</p> <p>Districts are looking for ways to make their buildings greener. How can that be done? Articles in this special annual issue will provide some of that information by covering acoustics, daylighting, IAQ, HVAC, furniture and furnishings, building controls, construction materials, energy management, waste reduction, water efficiency, cleaning products and procedures, standards, certifications and more.</p>	<p>Maintenance, Repair and Custodial Care</p> <p>Recent surveys indicate inadequate maintenance and funding, insufficient staffing, training and poorly developed policies are the main factors that are putting our facilities at risk. This special section will focus on the care and upkeep of facilities from HVAC systems to paint and wall coverings, ceilings and roofs, flooring, furniture, restrooms and more.</p>	<p>Technology for Schools</p> <p>A special section that includes case studies and information on topics like hardware and software solutions, A/V and presentation products, video conferencing and distance learning solutions, office automation, digital signage and communications devices, data security and more.</p>

Columns

- **Editor's Note** (Deb Moore)
- **Business Practices** (ASBO)
- **Maintenance & Operations** (NSPMA)
- **Emerging Technology** (Glenn Meeks)
- **Trends in Green** (Various)
- **A Final Thought** (Paul Abramson)
- **New & Views** (Jerry Enderle & Christine Reedy)
- **Facility Planning** (CEFPI)
- **School Safety & Security** (Michael Dorn)
- **Fire & Life Safety** (Mike Halligan)
- **Building Blueprints** (Various)
- **School Security Watch** (Various)

Items on this editorial calendar are subject to change.

Interested in submitting story ideas? Contact Jerry Enderle at JEnderle@PeterLi.com or Deb Moore at DMoore@PeterLi.com. For submissions targeted to specific feature articles on our editorial calendar, a short abstract should be sent to us three months in advance.

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2012 Conferences & Trade Shows

FEBRUARY	JUNE	CEFPI*
<p>AASA* American Association of School Administrators February 16-18, 2012 Houston, TX 703/528-0700 www.aasa.org</p>	<p>InfoComm* InfoComm International June 9-15, 2012 Las Vegas, NV 703/273-7200 www.infocomm.org</p>	<p>Council of Educational Facility Planners International September 22-25, 2012 San Antonio, TX 480/391-0840 www.cefpi.org</p>
MARCH	NEOCON*	OCTOBER
<p>NSPMA* National School Plant Management Association March 12-15, 2012 Myrtle Beach, SC 859/296-1343 www.nspma.com</p>	<p>NeoCon June 11-13, 2012 Chicago, IL 800/677-6278 www.neocon.com</p>	<p>ASBO* Association of School Business Officials International October 12-15, 2012 Phoenix, AZ 866/682-2729 www.asbointl.org</p>
APRIL	NFPA	NOVEMBER
<p>NSBA* National School Boards Association April 21-23, 2012 Boston, MA 703/838-6722 www.nsba.org</p>	<p>National Fire Protection Association June 11-14, 2012 Las Vegas, NV 617/770-3000 www.nfpa.org</p>	<p>USGBC/Greenbuild* US Green Building Council November 14-16, 2012 San Francisco, CA 800/795-1747 www.usgbc.org</p>
MAY	ISC-West*	NSSEA's School Equipment Show*
<p>AIA/CAE American Institute of Architects May 17-19, 2012 Washington, DC 202/626-7300 www.aia.org</p>	<p>International Security Conference March 27-30, 2012 Las Vegas, NV 800/840-5602 www.iscwest.com</p>	<p>National School Supply and Equipment Association November 28-30, 2012 San Antonio, TX 800/395-5550 www.nssea</p>
SEPTEMBER	ASIS*	
<p>ASIS* American Society for Industrial Security September 10-13, 2012 Philadelphia, PA 703/519-6200 www.asisonline.org</p>		

*Denotes Bonus Distribution



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