

# 2004 PM Editorial Calendar

Issue & Ad Closing	Issue Themes	Product Focus	Advertiser Services/Bonus Distribution
<b>Jan</b> <b>DEC 4</b>	<b>Manufacturer Spotlight</b> <ul style="list-style-type: none"> <li>• Tankless Water Heaters</li> <li>• Grease Interceptors</li> </ul>	Contractor Software	FREE Spotlight page to all full-page advertisers  AHR Expo, Jan. 26-28, Anaheim
<b>Feb</b> <b>JAN 8</b>	<b>Drain Cleaning</b> <ul style="list-style-type: none"> <li>• Thermostatic Controls</li> <li>• Child-sized Plumbing</li> </ul>	Tools	Pumper & Cleaner Expo, Feb. 19-21, Nashville MCAA Convention, Feb. 29-March 4, Orlando PHCC of Massachusetts Trade Show, March 13, Marlboro, MA Discounted 4/c <a href="#">Information Showcase</a> for all Feb. advertisers
<b>Mar</b> <b>FEB 6</b>	<b>K/BIS Show Issue</b> <ul style="list-style-type: none"> <li>• Boiler and Water Heater Venting</li> <li>• Lavatories</li> </ul>	Water Heaters	<b>Green Kitchens &amp; Baths</b> — Special supplement to PM and our sister publication, <i>Environmental Design + Construction</i> Water Quality Association Exhibition, March 18-19, Baltimore Kitchen & Bath Industry Show, April 2-4, Chicago
<b>Apr</b> <b>MARCH 5</b>	<b>Water Treatment</b> <ul style="list-style-type: none"> <li>• Kitchen Plumbing</li> <li>• Residential Modulating Boilers</li> </ul>	Drain Inspection Equipment	<b>Radiant Heating Report 2004</b> — Special supplement to <i>Plumbing &amp; Mechanical</i> , <i>PM Engineer</i> and <i>SUPPLY HOUSE TIMES</i> . Includes discounted 4/c <a href="#">Information Showcase</a> ads for all April hydronics advertisers
<b>May</b> <b>APRIL 2</b>	<b>Packaged Radiant Components</b> <ul style="list-style-type: none"> <li>• Sump Pumps</li> <li>• Burners</li> </ul>	Chemicals	National Association of Oil Heating Service Managers, May 11-15, Hartford
<b>Jun</b> <b>MAY 7</b>	<b>Piping Rehab</b> <ul style="list-style-type: none"> <li>• Radiant Insulation</li> <li>• Shower Systems</li> </ul>	K/BIS Review	<b>Clean Water Report 2004</b> — Special supplement to <i>Plumbing &amp; Mechanical</i> and <i>SUPPLY HOUSE TIMES</i> FREE Advertising Readership Study
<b>Jul</b> <b>JUNE 4</b>	<b>NEW! Case History Issue</b> <ul style="list-style-type: none"> <li>• A/C and Ventilation for Radiant</li> <li>• Commercial Plumbing</li> </ul>	Faucets	FREE Case History page to all full-page advertisers
<b>Aug</b> <b>JULY 8</b>	<b>2004 Pipe Trades Giants</b> <i>The Country's Largest Plumbing and Piping Contractors</i> <ul style="list-style-type: none"> <li>• Electronic Faucets</li> </ul>	Radiant Subfloors	FREE Mailing List of Pipe Trades Giants  Discounted 4/c <a href="#">Information Showcase</a> ad for all August advertisers
<b>Sep</b> <b>AUG 6</b>	<b>Hydronic Heating Showcase</b> <ul style="list-style-type: none"> <li>• Shower Enclosures</li> <li>• Snowmelt</li> </ul>	Tubs and Whirlpools	
<b>Oct</b> <b>SEPT 8</b>	<b>ISH North America Show Issue</b> <ul style="list-style-type: none"> <li>• Oil Heat</li> <li>• PEX Plumbing</li> </ul>	ISH NA Product Preview	ISH NA Conference & Expo, Oct. 14-16, Boston, including NAPHCC, ASA and RPA Annual Conventions  ASPE Engineered Plumbing Expo, Oct. 23-27, Cleveland
<b>Nov</b> <b>OCT 8</b>	<b>Field Communications</b> <ul style="list-style-type: none"> <li>• Hydronic Baseboard</li> <li>• Leak Detection</li> </ul>	Water Closets	
<b>Dec</b> <b>NOV 5</b> <b>4</b>	<b>2005 PM Directory Issue</b> <i>The plumbing and piping contractor's year-round resource for products, trade names, manufacturers, wholesalers, associations and services.</i>	Hangers and Supports	Bonus Distribution at 2005 Industry Shows

# 2004 Special Issues & Advertising Opportunities

**NEW!**

## Case History Issue (July)

All full-page advertisers in this July issue will receive a FREE page to profile product applications. Includes one photo and up to 500 words. Contact your sales rep for more details on this brand-new theme issue.

**NEW!**

## Green Kitchens & Baths Supplement (March)

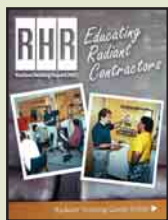
This brand-new supplement will cover the growing trends of green product/system use in kitchen and bath design. Also appears in *PM* sister publication *Environmental Design + Construction*.

## Clean Water Report 2004 (June)



The annual Clean Water Report will again run in *PM* and its sister publication *SUPPLY HOUSE TIMES*. This exclusive publication will reach all subscribers who install private water systems and water conservation products.

## Radiant Heating Report 2004 (April)



The annual *Radiant Heating Report* will run in *PM*, *SUPPLY HOUSE TIMES* and *PM Engineer*. This popular special issue will reach three separate circulations, all of whom specify, stock or install radiant systems. Includes a special radiant-only Information Showcase!

## Manufacturer Spotlight Issue (January)



Full-page January advertisers automatically receive a FREE page of editorial! Your Spotlight page will run adjacent to your ad and includes one 4-color photo plus up to 500 words. This is our biggest lead-generating issue of the year! Just send us the materials and we'll take care of the rest.

## 2005 PM Directory Issue (December)



The 2005 *PM* Directory issue is a reference tool our contractor readers use over the next 12 months. Logos and mini-ads are available within the listing sections. A searchable online version also appears on [www.PMmag.com](http://www.PMmag.com).

## Information Showcase (February, August & November)



**Programmable Thermostat 510, 511 & 512**  
Water Control Systems' Programmable Thermostats were designed specifically for the Radiant Floor Heating market. Models are available for One Stage Heat or Two Stage Heat/Heat-Cool. Optional slab sensors allow the user to set minimum slab temperatures for comfort and maximum slab temperatures for protecting surface coverings. Battery back-up and a seven-day schedule with up to four temperatures per day allow users to program schedules that suit their lifestyles. Water Control Systems  
Circle 237

These 4-color, 1/6 page ads showcase your products, services and Web sites in a low-cost standard format. Includes a circle number to pull in more high-quality leads! Cost: just \$460 net or only \$230 net if you advertise in the same issue.

## Also Available

### At the Center of Quality

A specially priced, 4-color advertorial spread. Only one company will be allowed to participate in any given issue and you'll be listed in the table of contents. Plus we do all the production work! Cost: \$6,600 net.



### Product of the Month

Once per issue we'll feature a single product as the exclusive *PM* Product of the Month! You get a 4-color page, two photos and up to 250 words for a special advertorial price. Cost: \$4,060 net.

