

TURF + ORNAMENTAL

T+O FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE	T+O FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE
JAN	<p>► New! Keys to Success in 2024 Choosing ornamentals; soil health; tanks/nozzles/hoses; turf seed; tree care applications; biologicals; NEW Turf School: Aerators</p>	DEC 13	DEC 20	JAN 23	JUL	<p>Overcoming drought-damaged lawns; <i>Pythium</i> blight; trucks, vans and accessories; biochar; heat safety; NEW Turf School: Grubs</p>	JUN 3	JUN 10	JUL 9
FEB	<p>► COVER STORY: Success Stories from our LM Growth Summit! Fertilizer combinations; spreader-sprayers; sod webworms; PGRs; NEW Turf School: Crabgrass and goosegrass</p>	JAN 16	JAN 23	FEB 20	AUG	<p>► Innovation + Technology Guide Enhanced efficiency fertilizers; PGRs; fall armyworm; NEW Turf School: Dalisgrass</p>	JUL 2	JUL 10	AUG 6
MAR	<p>► New! Equipment purchasing guide Working with distributors; trucks, vans and accessories; fireweed; NEW Turf School: Clover, ground ivy and nutsedge</p>	FEB 13	FEB 21	MAR 19	SEP	<p>► Early Order Program Guide Aerators; snow mold; walk-behind spreaders; prepping trees for winter; NEW Turf School: Nutsedge</p>	JUL 31	AUG 7	SEP 3
APR	<p>► New! Guide to Franchising Walk-behind spreaders; GPS, AI and maintenance tracking; spurring tree growth; shrubs and ground cover; Virginia buttonwood; NEW Turf School: Billbugs</p>	MAR 5	MAR 12	APR 9	OCT	<p>Mulching; financial services; tank care; artificial intelligence; NEW Turf School: Foxtail, knotwood, purslane and spurge</p>	AUG 29	SEP 5	OCT 2
MAY	<p>Controlled release/enhanced-efficiency fertilizers; magic cocktails for heat-stressed lawns; NEW Turf School: Summer patch, brown patch and large patch</p>	APR 2	APR 9	MAY 7	NOV	<p>► New! Celebrating Innovative Employees ► What to see at Elevate 2024 Soil health; franchises; business software; safety; NEW Turf School: Chinch bugs</p>	SEP 25	OCT 2	OCT 29
JUN	<p>► LM 150 issue! Spreaders; spotted lanternfly; apparel; fertilizer combinations; doveweed; NEW Turf School: Poa annua</p>	MAY 7	MAY 14	JUN 11	DEC	<p>► New! Pro's Toolbox: Your favorite products of 2024 ► Battery-powered Equipment Guide Emerging trends; organics; NEW Turf School: Protective gear</p>	NOV 6	NOV 13	DEC 10

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MOWING + MAINTENANCE

M+M FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE	M+M FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE
JAN	► New! Keys to Success in 2024 Ride-on mowers; string trimmers; business software; engines; insurance	DEC 13	DEC 20	JAN 23	JUL	Robotic mowers; artificial intelligence; string trimmers; tools to keep mowers clean; heat safety	JUN 3	JUN 10	JUL 9
FEB	Spring clean-up; equipment maintenance; chainsaws; long-reach trimmers; trucks and vans; artificial intelligence; tools to fix tree damage	JAN 16	JAN 23	FEB 20	AUG	► Innovation + Technology Guide Stand-on, walk-behind and riding mowers; safety gear; handheld tools	JUL 2	JUL 10	AUG 6
MAR	► New! Equipment purchasing guide Mulching; shrub care; trailers; utility vehicles; alternative fuels	FEB 13	FEB 21	MAR 19	SEP	► Equip Expo and HNA 2024 Preview Zero-turn mowers; alternative fuels; GPS tools; fall cleanups	JUL 31	AUG 7	SEP 3
APR	► New! Guide to Franchising Stand-on mowers; robotic mowers; blowers; truck accessories;	MAR 5	MAR 12	APR 9	OCT	► Equip Expo and HNA 2024 Show Issue Utility vehicles; tires; communication equipment; high-tech tools; tree care	AUG 29	SEP 5	OCT 2
MAY	Zero-turn mowers; backpack blowers; working with dealers	APR 2	APR 9	MAY 7	NOV	► New! Celebrating Innovative Employees ► What to see at Elevate 2024 Business software; legal services; heavy-duty equipment	SEP 25	OCT 2	OCT 29
JUN	► LM 150 issue! Walk-behind mowers; engine health; stump removal; holiday lighting	MAY 7	MAY 14	JUN 11	DEC	► New! Pro's Toolbox: Your favorite products of 2024 ► Battery-powered Equipment Guide Emerging trends; edgers; trimmers; fleet management software	NOV 6	NOV 13	DEC 10

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DESIGN BUILD + INSTALLATION

DB+I FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE	DB+I FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE
JAN	<p>► New! Keys to Success in 2024 Compact excavators; augers and drills; business software; landscape and hardscape edging</p>	DEC 13	DEC 20	JAN 23	JUL	<p>► New! Advances in Compact Equipment Track loaders; GPS tracking; maintenance scheduling; heat safety</p>	JUN 3	JUN 10	JUL 9
FEB	<p>Skid-steers; Trenchers, augers and drills; water features; apparel; NEW pool installations</p>	JAN 16	JAN 23	FEB 20	AUG	<p>► Innovation + Technology Guide Compact excavators; utility vehicles; lighting; tile</p>	JUL 2	JUL 10	AUG 6
MAR	<p>► New! Equipment purchasing guide Track loaders; equipment rentals; attachments; design software; stone and aggregates</p>	FEB 13	FEB 21	MAR 19	SEP	<p>► Equip Expo and HNA 2024 Preview Renting equipment; water features & pond aerators; attachments</p>	JUL 31	AUG 7	SEP 3
APR	<p>► New! Guide to Franchising Handheld equipment; saw & blades; solid stone/pavers; financial services;</p>	MAR 5	MAR 12	APR 9	OCT	<p>► Equip Expo and HNA 2024 Show Issue Design software; tires and tracks; insurance; NEW pool installations</p>	AUG 29	SEP 5	OCT 2
MAY	<p>Compact tractors; ponds and pond aerators; landscape and hardscape edging; brick; working with dealers</p>	APR 2	APR 9	MAY 7	NOV	<p>► New! Celebrating innovative Employees ► What to see at Elevate 2024 Compact tractors; stone and aggregates</p>	SEP 25	OCT 2	OCT 29
JUN	<p>► LM 150 issue! Skid-steers; augers and drills; trucks, vans and accessories</p>	MAY 7	MAY 14	JUN 11	DEC	<p>► New! Pro's Toolbox: Your favorite products of 2024 ► Battery-powered Equipment Guide Emerging design trends; lighting; design software</p>	NOV 6	NOV 13	DEC 10

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IRRIGATION + WATER MANAGEMENT

I+WM FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE	I+WM FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE
JAN	▶ New! Keys to Success in 2024 Drip irrigation; controllers; rotors	DEC 13	DEC 20	JAN 23	JUL	Smart irrigation systems; GPS tracking; route scheduling; heat safety	JUN 3	JUN 10	JUL 9
FEB	Water management, trenchers; filter cartridges; artificial intelligence	JAN 16	JAN 23	FEB 20	AUG	▶ Innovation + Technology Guide Water management; nozzles and heads	JUL 2	JUL 10	AUG 6
MAR	▶ New! Equipment purchasing guide Drought-busting tools; maintaining equipment; irrigation research;	FEB 13	FEB 21	MAR 19	SEP	▶ Equip Expo and HNA 2024 Preview Blowout tips; best in Wi-fi; drip irrigation; AI	JUL 31	AUG 7	SEP 3
APR	▶ New! Guide to Franchising Trucks, vans and accessories; nozzles and heads	MAR 5	MAR 12	APR 9	OCT	▶ Equip Expo and HNA 2024 Show Issue Smart irrigation; rain/freeze sensors; water lines	AUG 29	SEP 5	OCT 2
MAY	▶ New! Contractors utilizing the latest in irrigation technology Working with distributors; safety	APR 2	APR 9	MAY 7	NOV	▶ New! Celebrating Innovative Employees ▶ What to see at Elevate 2024 2024 Irrigation Show Preview; software	SEP 25	OCT 2	OCT 29
JUN	▶ LM 150 issue! Nozzles and heads; controllers; Wi-fi tools	MAY 7	MAY 14	JUN 11	DEC	▶ New! Pro's Toolbox: Your favorite products of 2024 ▶ Battery-powered Equipment Guide Emerging trends; trenchers; trucks	NOV 6	NOV 13	DEC 10

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SNOW + ICE MANAGEMENT

S+I FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE	S+I FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE
JAN	▶ New! Keys to Success in 2024	DEC 13	DEC 20	JAN 23	JUL	Financial services for snow	JUN 3	JUN 10	JUL 9
FEB		JAN 16	JAN 23	FEB 20	AUG	▶ Innovation + Technology Guide Weather apps for snow	JUL 2	JUL 10	AUG 6
MAR	▶ New! Equipment purchasing guide	FEB 13	FEB 21	MAR 19	SEP	▶ Equip Expo and HNA 2024 Preview	JUL 31	AUG 7	SEP 3
APR	▶ New! Guide to Franchising Insurance for snow coverage	MAR 5	MAR 12	APR 9	OCT	▶ Equip Expo and HNA 2024 Show Issue	AUG 29	SEP 5	OCT 2
MAY	Rock salt spreaders	APR 2	APR 9	MAY 7	NOV	▶ New! Celebrating Innovative Employees ▶ What to see at Elevate 2024	SEP 25	OCT 2	OCT 29
JUN	▶ LM 150 issue! Snow removal tools	MAY 7	MAY 14	JUN 11	DEC	▶ New! Pro's Toolbox: Your favorite products of 2024 ▶ Battery-powered Equipment Guide	NOV 6	NOV 13	DEC 10

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