



2019 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL
Issue Emphasis	<ul style="list-style-type: none"> • PCT/NPMA Survey – Employee Diversity & Recruitment • 2019 Market Preview • What’s New in Termite Control? • Are You Performing Crack and Crevice Treatments Correctly? 	<ul style="list-style-type: none"> • Annual Termite Control Issue • Termite News & Notes • Legislative & Regulatory Update • Invasive Termites On the Move 	<ul style="list-style-type: none"> • Termite Research Update • Keeping an Eye on Springtime Pests • Surprising Mosquito Habitats • Bed Bug Lawsuits & Reducing PMP Liability 	<ul style="list-style-type: none"> • Annual Ant Control Issue • Managing Mega Ant Colonies • University Research Update on Ants • Bird Control Product Guide
Bonus Distribution		NPMA Legislative Day		UPFDA Spring Conference
Supplement	Mergers & Acquisitions Supplement	Readex Ad Readership/Brand Awareness Study for Full-Page Advertisers New Technology Supplement	Bed Bug Supplement Mosquito Control Supplement	Public Health Pest Supplement
Closing Date	December 4	January 4	February 5	March 5
Material Due Date	December 11	January 11	February 12	March 12

	MAY	JUNE	JULY	AUGUST
Issue Emphasis	<ul style="list-style-type: none"> • PCT Top 100 List • Reactive vs. Proactive Ant Management Strategies • What’s the Next Threat From Mosquitoes? • Top Growth Factors for Top 100 Companies 	<ul style="list-style-type: none"> • Annual Fly Control Issue • Bed Bugs On The Move: Buses, Planes and More • A Good Website Is Not Enough: Social Media Tips • Filth Flies in Food-Processing Facilities 	<ul style="list-style-type: none"> • Annual Cockroach Control Issue • How PMPs are Using Technology to Increase Revenues • Keeping Technicians and Customers Safe From Fleas • Ticks & Lyme Disease in the News 	<ul style="list-style-type: none"> • Annual Rodent Control Issue • Social Wasps 101 • How to Conduct a Rodent Inspection in Commercial Accounts • Spider ID Tips
Bonus Distribution		NPMA Academy		
Supplement	Mosquito Control Supplement	Bed Bug Supplement		
Closing Date	April 3	May 3	June 4	July 2
Material Due Date	April 10	May 10	June 11	July 9

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Issue Emphasis	<ul style="list-style-type: none"> • Urban Wildlife Control • Talking to Customers About Bed Bugs • Stored Product Pests: Identification and Control • Social Media Primer: Using Videos Online 	<ul style="list-style-type: none"> • NPMA PestWorld Convention Issue • Solve the Mystery: Pests in Unusual Locations • Invasive Species Update • Pest Control in Food Processing, Warehouse & Distribution Facilities 	<ul style="list-style-type: none"> • Internet of Things (IoT) & Your Bottom Line • Unusual Occasional Invaders • Beyond the Drop Ceiling: Inspection Tips to Consider • How Tracking Vehicles Helps PMPs Track Expenses 	<ul style="list-style-type: none"> • NPMA PestWorld Coverage • Technician of the Year Awards • Tips for Uncovering Low-Level Bed Bug Infestations • People Skills: Training Your Technicians
Bonus Distribution		NPMA PestWorld	NPMA Technology Meeting	Purdue Conference
Supplement	Bed Bug Supplement	PCT Convention Extra	New Technology Supplement	Bed Bug Supplement
Closing Date	August 2	September 3	October 4	November 5
Material Due Date	August 9	September 10	October 11	November 12