

2021 Editorial Calendar



January/February

Readers Choice Awards; International Builders' Show preview; 2021 forecast; hybrid windows; the latest entry doors

Bonus: Guaranteed inclusion in International Builders' Show preview

Bonus Distribution: 2021 Events

Ads: January 14

Editorial: December 11

March/April

Machinery; top door and window dealers; door hardware and locks; films and finishes; insulating glass

Bonus: Sponsored link in the month of March or April within the **[DWM]** e-newsletter

Bonus Distribution: Glass TEXpo™

Ads: February 18

Editorial: January 12

May/June

Annual Guide to New Products; hurricane-rated products; door and window hardware, including patio doors; spacers; adhesives

Bonus: Guaranteed inclusion in the New Products Guide (a \$1,500 value).

Inclusion in Virtual New Product Showcase. Ask your sales rep for details.

Bonus Distribution: Association summer meetings and events

Ads: April 29

Editorial: April 11

July/August

Fast growing dealers; training; software and technology; sliding wall systems; insulating glass manufacturing; fiberglass doors

Bonus: Free rotating ad for one week on **[DWM]** website. For manufacturers who take an ad congratulating fast growing dealers, or sponsoring "go-to products," the ad will appear in a special fast-growing dealers section alongside related content (for maximum impact).

Ads: June 17

Editorial: June 1

September

GlassBuild America preview; artificial intelligence in manufacturing; add-on services; balances and hardware; options and upgrades for insulating glass

Bonus: Guaranteed inclusion in GlassBuild America preview

Bonus Distribution: GlassBuild America in Atlanta

Ads: August 12

Editorial: August 2

October

Annual Buyers Guide; machinery; World Millwork Alliance Show preview; safety; glass and glazing; patio doors; flashing; wood doors

Bonus: Free enhanced listing in the Buyers Guide with logo (an \$899 value); guaranteed inclusion in WMA preview.

Bonus Distribution: WMA Convention

Ads: September 16

Editorial: September 1

November/December

Third Annual Door and Window Industry Outlook; Green Awards; WinDoor North America preview; decorative and vacuum-insulating glass; sealants and adhesives; home automation

Bonus: Guaranteed inclusion in WinDoor preview

Bonus Distribution: WinDoor North America and WinDoor program

Ads: October 14

Editorial: October 1

Special Builder Issue

Builders Guide to Windows

Includes a free listing for all door and window manufacturers and everything a builder needs to know when choosing windows. The issue will be distributed at the International Builders' Show in February in 2022 to be held in Orlando. When builders pick up the issue make sure they see your ad and product information.

Ads: December 9

Editorial: November 1