

# 2021 Editorial Calendar



## January/February

Calibration Summit Preview; handling equipment and manipulators; computer software; windshield coatings and glass.

**Bonuses:** Free sponsored link on the daily e-newsletter (a \$1,500 value); bonus distribution at 2021 events.

**Ads:** January 21

**Editorial:**  
January 4

## March/April

Adhesives and sealants; repair kits and systems; calibration equipment; auto glass market update; sideview mirrors; new invention showcase; sliders; sunroofs.

**Bonuses:** Glass TEXpo™.

**Ads:** March 11

**Editorial:**  
March 1

## May/June

Auto Glass Week Preview; transportation and logistics; tools and supplies.

**Bonuses:** Free product inclusion in the Auto Glass Week preview; and distribution at Auto Glass Week in Orlando.

**Ads:** May 6

**Editorial:**  
April 3

## July/August

Auto Glass Week Review; Annual Guide to New Products and Services; Special Franchise Report; how ADAS is changing your business; VIN decoders; software.

**Bonuses:** Free upload and link on digital edition – a \$1,200 value; bonus distribution at events throughout the year; free sponsored link on glassBYTEs.com newsletter. Inclusion in Virtual New Product Showcase. Guaranteed inclusion in the Annual New Products Guide – a \$1,500 value. Ask your sales rep for details.

**Ads:** June 17

**Editorial:**  
June 1

## September/October

SEMA preview; **New Section:** Fast Growing Retailers; calibration; windshield removal tools and manipulators.

**Bonuses:** For suppliers who take an ad in Fast Growing Retailers section, or sponsoring “go-to products,” the ad will appear in a special section alongside related content (for maximum impact). Guaranteed inclusion in the SEMA Preview; and distribution at SEMA in Las Vegas.

**Ads:** September 2

**Editorial:**  
August 2

## November/December

Annual Buyers Guide; Annual Market Update; tools and supplies; repair kits and resins.

**Bonuses:** Free four color enhanced listing with logo in Buyers Guide. Distribution at 2021 events.

**Ads:** November 11

**Editorial:**  
November 1

