



PWC 2010 Editorial Calendar

Jan-Feb: Success 2010 (Business Issue)

Ad Close: Dec. 14 / Ad Materials Due: Dec. 29

Mail Date: Jan. 20

Supplier-Contractor Relationships
 Quality Control / Coatings Inspection
 Decorative Floors
 2010 Business Forecast
 Franchising

Contractor Secrets of Success

Special Ad Section: Coatings Inspection Instruments

Bonus Distribution: PACE, World of Concrete

March-April: Spring Fix-Up Issue

Ad Close: Feb. 15 / Ad Materials Due: Mar. 2

Mail Date: Mar. 19

Exterior Paints
 Fighting Mold & Mildew
 Handling Change Orders
 Murals / Trompe L'oeil
 Wallpaper Removal

Special Ad Section: Mold & Mildew Products & Coatings

Bonus Distribution: Meeting of the Masters

National Hardware Show

Online Special: Tools & Equipment Buying Guide

May-June: Green Issue-PWC Green Awards!

Ad Close: Apr. 16 / Ad Materials Due: May 3

Mail Date: May 20

Green Coatings
 Green Project Profiles
 Safer Prep
 Gilding
 The Paperless Contractor
 Wallpaper Primers

Special Ad Section: Green Coatings & Sundries

Bonus Distribution: IDAL Convention



July-August

Ad Close: June 16 / Ad Materials Due: July 1

Mail Date: July 20

Decks and Wood Exteriors
 Pressure Washing
 Commercial Decorative Concrete
 Better Branding (apparel, signs, accessories)
 Wallpaper Adhesives
 Getting Started in Public Contracts

Special Ad Section: Concrete Coatings & Training

Bonus Distribution: NGPP Convention

Sept-Oct: Decorative Finishing Issue

Ad Close: Aug. 16 / Ad Materials Due: Aug. 31

Mail Date: Sept. 20

Restoration Coatings
 Wood Prep, Repair & Protection
 Grand Entrances
 Access for Decorative & Restoration Projects
 Winning Web Ways
 Exit Strategies / Succession Planning

Special Ad Section: Decorative Coatings

Nov-Dec: Residential Special

Ad Close: Oct. 18 / Ad Materials Due: Nov. 2

Mail Date: Nov. 19

Kitchen/Bath Specialty Coatings
 Waterproof & Basement Coatings
 Caulks/Sealants
 Decorative Trends 2011
 Ladder Safety
 Bigger, Better Leads

Online Special: Paint, Coatings & Wallcovering Buying Guide

Note: Calendar is subject to change without notice.



Photo courtesy of Moberly Photography Inc.