

Electrical Wholesaling 2010 Editorial Calendar

Electrical Wholesaling

Expanded Web Coverage of Sales Skills High-traffic resource that draws readers to some of EW's most popular editorial content

Product Alert More coverage of new product launches than any other magazine in the electrical wholesaling industry

Market Reports Each month EW's Market Reports analyze the business opportunities in key metropolitan areas

Practical Selling Tips Manufacturers are welcome to submit manuscripts that offer practical selling tips

Best Practices in Electrical Distribution EW's readers will learn from the electrical industry's classic management strategies

Key Players to Watch Analysis of management, marketing and sales strategies of competitors, hybrid distributors and other interesting companies

Forecast Reports More economic data from the industry's leading economist, DISC Corp.'s Herm Isenstein. Articles include quarterly economic forecasts and DISC's mid-year economic review.

Monthly Editorial Opportunities

Bulletin Board Your opportunity every month to keep EW's readers informed about your promotions, awards, events & new ideas.

What's On Your Mind Monthly opportunities to sound off from the electrical industry's best open microphone.

New Products Expanded monthly product coverage offers additional editorial opportunities for electrical manufacturers.

NEW IN 2010!

EW Webcasts These scheduled webcasts will be supplemented each month with topical webcasts

	January	February	March	April	May
Ad Closing	December 14, 2009	January 11, 2010	February 12, 2010	March 15, 2010	April 12, 2010
ISSUE HIGHLIGHTS	<i>SELLING PRODUCTS WITH INDEPENDENT REPS</i>	<i>SELLING SOLAR</i>	<i>MODERN MERCHANDISING</i>	<i>LED UPDATE</i>	<i>ELECTRICAL WHOLESALING 90TH ANNIVERSARY ISSUE</i>
THE SCOOP More Award-Winning Articles	Rep World: Profiles on Some of Today's Most Innovative Independent Manufacturers' Reps	Profiles on the Distributors Who Are Making the Most of Photovoltaics	How Far Have Distributors Come in Showing Off What They've Got?	LED Sales Tips	Where We've Been and What Lies Ahead
CAN'T-MISS COVERAGE	The Nuances of Team Selling	Smart Grid Meets the Solar Power Plant	The Industry's Most Innovative Counter-Area Displays	How Much Do You Know About Good LED Lighting Design?	Evolution and Innovation in Electrical Products
G- BIZ Monthly Coverage of the Latest Sales Opportunities in Energy-Efficient Electrical Products	Reps Push the Green Envelope	Key Opportunities in Photovoltaics	Reduce, Reuse, Recycle in the Counter Area	LED Lighting's Role in Energy-Efficient Retrofits	Wind Market Update
BEST PRACTICES 101 MONTHLY ARTICLES ON WINNING MANAGEMENT STRATEGIES	Best Practices in Human Resources	Best Practices in Inventory Management	Best Practices in Merchandising	Best Practices in Warehouse Management	Best Practices in Succession Planning
TUNE IN TO EW WEBCASTS	Roundtable Webcast with Top Reps	Webcast on Solar		Webcast on LEDs	
WHAT'S UP? Key players to watch	NEMRA Update	The Solar Energy Industry Association	W.W. Grainger	The Department of Energy: A Key Player in the LED Market	American Wind Energy Association
PRODUCT ALERT	Hand Tools & Job-Site Supplies	Energy-Efficient Lighting Products	Wire and Cable, Reels and Wire-Handling Equipment	Lighting Controls & Building Automation Systems	Job-Site Supplies
WHAT'S THE ANGLE? This issue is of special interest to these manufacturers and service providers.	Of Special Interest to Manufacturers That Support NEMRA Representatives	Of special interest to lighting manufacturers.	Of special interest to wire & cable manufacturers and wire specialty distributors.	Of interest to lighting manufacturers and service providers selling through NAED distributors.	Of special interest to providers of hand tools, protective clothing, ladders, wire racks, lube, job boxes and other job-site equipment
BONUS DISTRIBUTION	NAED Western Region, San Diego Marriott, San Diego, Jan. 13-16	NAED South Central, Marco Island, Fla. Feb. 10-13 NEMRA Annual New York, Feb. 16-20		NAED Electrical Leadership Summit, Chicago, May 15-19 Lightfair, Las Vegas, May 12-14	

Electrical Wholesaling 2010 Editorial Calendar (cont'd)

June	July	August	September	October	November	December
May 10, 2010	June 11, 2010	July 12, 2010	August 13, 2010	September 10, 2010	October 11, 2010	November 11, 2010
<i>TOP 200 DISTRIBUTORS</i>	<i>INSIDE THE ELECTRICAL PYRAMID</i>	<i>DISTRIBUTION SOFTWARE</i>	<i>BLUE ON GREEN?</i>	<i>SALES SKILLS</i>	<i>2011 MARKET PLANNING GUIDE</i>	<i>GREEN BIZ</i>
Top 200 Distributor Listing: An Annual Industry Benchmark. A Keeper issue that Guarantees Pass-Along Readership	How the Electrical Industry's Many Market Channels Break Out	Software Selection Guide	Has LEED Certification Lost Its Way?	The Sales Basics that Matter Most	2011 Regional Sales Forecasts Plus Sales Breakdowns by Product and Market	National Factbook Exclusive Snapshots of the Economic Indicators that Will Shape the Electrical Market in 2011
Analysis of the Fastest-Growing Electrical Distributors	Which Channels Are Doing the Best Job for Electrical Manufacturers?	Innovations in Electrical E-Commerce	Hype and Hidden Opportunities in the Smart Grid	Sales Training: Has the Game Changed?	2011 Construction Forecasts	Remembering 2010 One of EW's Most Popular Articles Each Year Chronicles the Emerging Trends and People on the Move
Who's Leading the Green Game?	Is the Green Market Establishing Its Own Sales Channel?	Energy, Efficiency and EDI	Greenwashing: Sometimes the Best Solution Comes in Another Color	Selling Green	Emerging Opportunities in Energy Efficiency	2010 Landmark Deals in Renewable Energy
Best Practices in Event Planning	Best Practices for Evaluating New Markets	Best Practices in Data Management	Best Practices in Sales Management	Best Practices in Training	Best Practices in Market Analysis and Planning	Best Practices in Credit and Collections
Webcast on Top 200					Webcast on 2011 Market Planning Guide	Webcast on the Year's Top Trends
Wolesley Update	Fastenal	Nanosolar	The U.S. Green Building Council	EMCOR	Quanta	National Association of Wholesaler Distributors
Test Equipment	Energy-Efficient Lighting Products	Warehouse Tools	Generators, UPS Systems and Back-Up Power	Circuit Protection	Hazardous Locations	MRO Products
Top 200 is of interest to all manufacturers and services providers. Product Alert is of interest to test equipment manufacturers	Of special interest to lighting manufacturers	Of interest to all distribution software providers	Of interest to manufacturers of generators, UPS systems, surge suppressors, back-up power and other power supplies.	Of special interest to software vendors. Product Alert of interest to manufacturers of circuit breakers and fuses	This is an industry exclusive and is of interest to all manufacturers. Product Alert of interest to industrial equipment manufacturers	Of special interest to manufacturers of MRO products such as lamps, portable cord, circuit breakers, fuses, wire and cable, motors and motor starters
				NAED Eastern Region Conference Orlando Nov.10-13		

EC&M 2010 Editorial Calendar

Show Calendar

BICSI Winter Conference & Exhibition
Jan. 17-21 • Orlando

IEEE/IAS Electrical Safety Workshop
Feb. 1-4 • Memphis, Tenn.

ABC National Convention
Feb. 3-7 • San Diego

NEMRA Annual Conference
Feb. 16-20 • New York

**PowerTest 2010:
Electrical Maintenance
and Safety Conference**
Mar. 9-12 • San Antonio

EGSA Spring Convention
Mar. 14-16 • St. Petersburg, Fla.

**Electric West / Power Quality
& Reliability Show**
Mar. 16-18 • Las Vegas

**Electrical Safety and Reliability
Conference & Exhibition (PEARL)**
Apr. 24-26 • Denver

**IEEE/IAS Industrial & Commercial
Power Systems Technical Conference**
May 9-13 • Tallahassee, Fla.

Lightfair International
May 12-14 • Las Vegas

NAED Electrical Leadership Summit
May 15-19 • Chicago

Wind Power Conference & Exposition
May 23-26 • Dallas

NFPA Conference & Exposition
June 7-10 • Las Vegas

**West Coast Energy
Management Congress**
June 15-16 • Seattle

**IEEE/IAS Pulp and
Paper Industry Conference**
June 21-23 • San Antonio

BICSI Fall Conference & Exhibition
Sept. 12-16 • Las Vegas

**IEEE/IAS Petroleum and Chemical
Industry Technical Conference**
Sept. 20-22 • San Antonio, TX

NECA Show
Oct. 2-5 • Boston

**IEEE/IAS Industrial Applications
Society Annual Meeting**
Oct. 3-7 • Houston

Solar Power International 2010
Oct. 11-14 • Los Angeles

IEC Convention & Electric Expo
Oct. 26-29 • Phoenix, AZ

NEMA Annual Conference
Oct. 2010 • Little Rock, Ark.

Power-Gen International
Dec. 14-16 • Orlando

	Issue	January	February
	Theme	On-Site Power	Training & Education
	Ad Closing Date	December 30, 2009	January 27, 2010
	Special Report	Distributed Generation	Online Learning
Power Quality	Inside PQ	Motor Starting Voltage Analysis	Diagnosing PQ Problems in Data Centers
Plant Operations	Motor / Maint. Facts	Motor Design	Reconditioning Water-Damaged Equip.
Energy Management	Going Green	Green Tax Benefits	State Solar Program Incentives
	Energy Efficiency	A Failed Project: Lessons Learned	Implementing a Successful Energy Management Program
Safety	Forensics Casebook	Anatomy of an Accident	Anatomy of an Accident
Lighting & Low Voltage	Lighting & Control	Residential Lighting	Commercial Lighting
	Voice / Data / Video	Installing Fiber Optic Systems	Maintaining Fiber Optic Systems
National Electrical Code	Code Basics	Commercial Loads - Part 1	Commercial Loads - Part 2
	Code Violations	Illustrated Catastrophes	Illustrated Catastrophes
		What's Wrong Here?	What's Wrong Here?
Code Quandaries	Readers' Questions Answered	Readers' Questions Answered	
Product Depot	Product Spotlight	Boxes & Enclosures	Conduit & Wireway
	Special Sections or Supplements		
Contractor Connection	Construction Watch	Market Trends & Statistics	Market Trends & Statistics
	Project Watch	High-Profile Project Spotlight	High-Profile Project Spotlight
	Business Series	Operations & Marketing Tips	Operations & Marketing Tips
	Technical Topics	Grounding Tips for Traffic Signals	Using / Specifying Slash Rated Devices
Generator Sizing Calculations		Grounding in a Broadcast Environment	
Special Advertising Opportunities	Show Programs & Directory Options	Electric West Show: Special Advertising Package	
	Bonus Ad Study	1st Quarter Ad Readership Study for Qualifying Advertisers	
	Show Bonus Distribution	NEMRA Conference	Electric West / Power Quality & Reliability Show
Electronic Newsletters	Literature Reviews / Mini-Ads	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section
		Electronic Newsletters [published 2x per month] * Product NewsWire is published only once per month.	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*

EC&M 2010 Editorial Calendar (cont'd)

	Issue	March	April	May
	Theme	Computers & Software	Lighting	Electrical Design
	Ad Closing Date	February 24, 2010	March 26, 2010	April 25, 2010
	Special Report	Building Information Modeling	Lighting Legislation and Regulations	Top 40 Electrical Design Firms
Power Quality	Inside PQ	Changing Reliability Paradigm	PQ and Lighting Systems	Waveform Analysis
Plant Operations	Motor / Maint. Facts	Motor Installation	Relay Testing Techniques	Motor Maintenance
Energy Management	Going Green	Wind Turbine Service Practices	Organic Photovoltaics	Wind Farm Electrical System Basics
	Energy Efficiency	The Certified Energy Manager	Lighting Retrofits: A to Z	Maximizing Energy Use in Data Centers
Safety	Forensics Casebook	Anatomy of an Accident	Anatomy of an Accident	Anatomy of an Accident
Lighting & Low Voltage	Lighting & Control	Industrial Lighting	Residential Lighting	Commercial Lighting
	Voice / Data / Video	BICSI Field Report: Winter Conf.		
National Electrical Code	Code Basics	Wiring Methods - Part 1	Wiring Methods - Part 2	Wiring Methods - Part 3
	Code Violations	Illustrated Catastrophes	Illustrated Catastrophes	Illustrated Catastrophes
		What's Wrong Here?	What's Wrong Here?	What's Wrong Here?
	Code Quandaries	Readers' Questions Answered	Readers' Questions Answered	Readers' Questions Answered
Product Depot	Product Spotlight	Computers & Software	Luminaires	Controllers & Timers
	Special Sections or Supplements	Supplement: Product of the Year Tabloid Showcase		
Contractor Connection	Construction Watch	Market Trends & Statistics	Market Trends & Statistics	Market Trends & Statistics
	Project Watch	High-Profile Project Spotlight	High-Profile Project Spotlight	High-Profile Project Spotlight
	Business Series	Operations & Marketing Tips	Operations & Marketing Tips	Operations & Marketing Tips
	Technical Topics	Combatting Stray Voltage	LED Basics	Conductor and Cable Sizing Tips
		Flexible Gas Piping and Lightning Protection Techniques	Electric Vehicle Charging Stations	Resistance Grounding Systems
Special Advertising Opportunities	Show Programs & Directory Options			
	Bonus Ad Study	1st Quarter Ad Readership Study for Qualifying Advertisers		
	Show Bonus Distribution		NAED Electrical Leadership Summit	
	Literature Reviews / Mini-Ads	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section
Electronic Newsletters	Electronic Newsletters [published 2x per month] * Product NewsWire is published only once per month.	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*

EC&M 2010 Editorial Calendar (cont'd)

Issue	June	July	August	September	
Theme	Health & Safety	Energy Efficiency	Operations & Maintenance	Electrical Construction	
Ad Closing Date	May 26, 2010	June 25, 2010	July 26, 2010	August 26, 2010	
Special Report	Arc Flash Analysis	LEED Update	Maintenance Management Programs & Systems	Top 50 Electrical Contractors	
Power Quality	Inside PQ	Combatting Electrical Noise	Harmonic Analysis	PQ and Preventative Maintenance	
Plant Operations	Motor / Maint. Facts	Minimizing Shock Hazards	Motor Repair	Testing & Maintaining Batteries	
Energy Management	Going Green	Solar Power System Sizing & Site Analysis Requirements	Wind Power Electrical System Troubleshooting Techniques	Battery Systems for Solar Power Systems	
	Energy Efficiency	Energy Audits: 101	Financing Energy Efficiency Projects	Residential Load Control	
Safety	Forensics Casebook	Anatomy of an Accident	Anatomy of an Accident	Anatomy of an Accident	
Lighting & Low Voltage	Lighting & Control	Lightfair International Field Report	Residential Lighting	Commercial Lighting	
	Voice / Data / Video	Telecom Supporting Structure Basics	Basics of Firestopping	Industrial Ethernet	
National Electrical Code	Code Basics	Flexible Cords & Cables	Switchboards & Panelboards	Temporary Installations	
	Code Violations	Illustrated Catastrophes	Illustrated Catastrophes	Illustrated Catastrophes	
		What's Wrong Here?	What's Wrong Here?	What's Wrong Here?	What's Wrong Here?
	Code Quandaries	Readers' Questions Answered	Readers' Questions Answered	Readers' Questions Answered	
Product Depot	Product Spotlight	Personal Protective Equipment	Connectors & Terminations	Instruments & Test Equipment	
	Special Sections or Supplements		Supplement: Lighting Products Tabloid Showcase	Special Section: Truck & Van Accessories	
Contractor Connection	Construction Watch	Market Trends & Statistics	Market Trends & Statistics	Market Trends & Statistics	
	Project Watch	High-Profile Project Spotlight	High-Profile Project Spotlight	High-Profile Project Spotlight	
	Business Series	Operations & Marketing Tips	Operations & Marketing Tips	Operations & Marketing Tips	
	Technical Topics	Avoiding Contact With Energized Conductors	Analyzing System Loads	Residential Branch Circuit Testing	Special Report: Truck & Van New Model Update
		Installing Personal Protective Grounds	Locating Cable Faults	High-Voltage Electrical Work	Conductor Splicing Techniques
Special Advertising Opportunities	Show Programs & Directory Options			NECA Show: Special Advertising Package	
	Bonus Ad Study	3rd Quarter Ad Readership Study for Qualifying Advertisers			
	Show Bonus Distribution		BICSI Fall Conference	NECA Show & IEC Electric Expo	
	Literature Reviews / Mini-Ads	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section
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EC&M 2010 Editorial Calendar (cont'd)

Issue	October	November	December	
Theme	Power Quality	National Electrical Code	Industry Outlook	
Ad Closing Date	September 24, 2010	October 25, 2010	November 24, 2010	
Special Report	The Smart Grid	Top 25 Revisions to the 2011 NEC	Electroforecast: Markets to Watch in 2011	
Power Quality	Inside PQ	Power Monitoring	PQ Standards Update	
Plant Operations	Motor / Maint. Facts	Infrared Inspection	Motor Controls	
Energy Management	Going Green	Electrical Protection Requirements for Solar Power Systems	Wind Power Market Update	
	Energy Efficiency	Energy Legislation Update	Energy Service Companies	
Safety	Forensics Casebook	Anatomy of an Accident	Anatomy of an Accident	
Lighting & Low Voltage	Lighting & Control	Residential Lighting	Commercial Lighting	
	Voice / Data / Video	Home Networking Basics	BICSI Field Report: Fall Conf.	
National Electrical Code	Code Basics	Solar Photovoltaic Systems - Part 2	Code Changes	
	Code Violations	Illustrated Catastrophes	Illustrated Catastrophes	
		What's Wrong Here?	What's Wrong Here?	
	Code Quandaries	Readers' Questions Answered	Readers' Questions Answered	
Product Depot	Product Spotlight	Protective Devices	Fasteners & Hangers	
	Special Sections or Supplements		Supplement: Hand Tool & Test Equip. Products Tabloid Showcase	
Contractor Connection	Construction Watch	Market Trends & Statistics	Market Trends & Statistics	
	Project Watch	High-Profile Project Spotlight	High-Profile Project Spotlight	
	Business Series	Operations & Marketing Tips	Operations & Marketing Tips	
	Technical Topics	Coordinating Circuit Protection Devices	Commercial Load Calculations	DC Powered Home of the Future
		Pros and Cons of Using Steel in Concrete for Grounding Purposes	Residential Load Calculations	High-Performance Building Systems
Special Advertising Opportunities	Show Programs & Directory Options	Code Change Conferences: Special Advertising Packages	Code Change Conferences: Special Advertising Packages	
	Bonus Ad Study			
	Show Bonus Distribution			
	Literature Reviews / Mini-Ads	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section
Electronic Newsletters	Electronic Newsletters [published 2x per month] * Product NewsWire is published only once per month.	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	