

Editorial Calendar

*Editorial Features in Black *Marketing Advertorial Features in Blue

JANUARY 2018 (CLOSES 12/1)

- ▶ **Corporate Profiles**
- ▶ **"Marinas, Docks & Boatyards (IMBC)"**

▶ Crystal Ball 2018: Our panel of industry thought leaders make their forecasts for the coming year.

FEBRUARY (CLOSES 1/1)

- ▶ **"MIBS Product Showcase"***
 - * In conjunction with the Miami International Boat Show
- ▶ **Outboard Era:** The latest developments in outboards, from technological advances to the growing number of companies adopting them. What does the outboard of tomorrow look like?

MARCH (CLOSES 2/1)

- ▶ **"Dealer Recruitment & Recognition"**
- ▶ **"Marine Coatings"**

▶ Work Force Success: An in-depth look at training programs that are making a difference in the marine marketplace.

APRIL (CLOSES 3/1)

- ▶ **"Products, Parts, Distribution & Service"**

▶ Fishing Business: What do healthy fish stocks mean to boating? We examine the important relationship between fishing, resource issues and boat sales.

MAY (CLOSES 4/2)

- ▶ **"Power in Transition"**

▶ Technology Plus: We examine the technology, from joysticks and thrusters to gyro stabilization, that's not only attracting new boaters, but also making it easier for them to operate ever-larger vessels.

JUNE (CLOSES 5/1)

- ▶ **"Going Green 2018"**

▶ Generations: A growing number of dealers are seeing more three-generation families in their businesses, led by grandparents who are writing checks. A look at key demographic trends that are influencing boating.

JULY (CLOSES 6/1)

- ▶ **"New Products Showcase"**
- ▶ **"Boating & Fishing"**

* In conjunction with ICAST

▶ Retention: The industry is concerned about the number of first-time boaters who leave the sport in short order. What are the reasons and what can be done to improve retention rates?

AUGUST (CLOSES 7/2)

- ▶ **"Additives & Winterization"**
- ▶ **"IBEX Product Preview"***

* In conjunction with International Boatbuilding Exhibition and Conference

▶ Storm Season: After 2017's record destruction, what can we expect in 2018. What are scientists saying, and what can the industry do to lessen the impact of storms?

SEPTEMBER (CLOSES 8/1)

- ▶ **"Boatbuilding & Aftermarket 2018 (IBEX)"**
- ▶ **"Marine Electronics 2018"***

* In conjunction with NMEA

▶ IBEX Special: An advance look at the trends, developments and innovative products you'll see at the seminal International BoatBuilders' Exhibition and Conference.

OCTOBER (CLOSES 9/4)

- ▶ **"FLIBS Product Preview"**
- ▶ **"MDCE Product Preview"**

▶ Spotlight on FLIBS: Our preview of the Fort Lauderdale International Boat Show, the largest show of its kind in the world.

NOVEMBER (CLOSES 10/1)

- ▶ **"Global Marine Trade Opportunities" (METSTRADE)**
- ▶ **"Marine Dealer Solutions (MDCE)"**

▶ Better Boats: Today's boats are lighter, stronger and better-built. We examine the latest trends and developments in materials and techniques that have given rise to boats that won't wear out for decades. Just how long will the "modern" boat last?

DECEMBER (CLOSES 11/1)

- ▶ **"IMBC Product Preview"***

* In conjunction with the International Marina and Boatyard Conference

▶ Import/export: A report on the new wave of foreign competitors who have entered the U.S. market in last decade. Sidebar: Which U.S. companies are having success abroad and why?

JANUARY 2019 (CLOSE DATE 12/3)

- ▶ **Corporate Profiles**
- ▶ **"Marinas, Docks & Boatyards (IMBC)"**

▶ Crystal Ball 2018: Our panel of industry thought leaders make their forecasts for the coming year.

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