# Editorial Calendar

## JAN/FEB
- **EDITORIAL LEAD**: Advanced Manufacturing
- **CONTINUOUS IMPROVEMENT**: Continuous Improvement
- **ADDITIVE MANUFACTURING**: Additive Manufacturing
- **AUTOMATION**: Automation
- **MACHINING CENTERS**: Machining Centers
  - 2023 Outlook & Trends: Automation, Digitalization and EVs
  - Die/Mold Machining
  - Wohlers & Associates AM Outlook
  - Automation Today and Beyond
  - Flexible Workcells

## MAR
- **EDITORIAL LEAD**: Materials Revolution: Impact on Manufacturing, Machines, Tooling & Workholding
- **HOLEMAKING**: Holemaking
- **AM IN MEDICAL APPLICATIONS**: AM in Medical Applications
- **ADVANCED SENSORS & MACHINE CONTROLS**: Advanced Sensors & Machine Controls
- **SWISS-STYLE MACHINING**: Swiss-Style Machining

## APR
- **EDITORIAL LEAD**: Multi-Axis Machining
- **TOOL BALANCING**: Tool Balancing
- **RECRUITING, TRAINING, AND RETENTION**: Recruiting, Training, and Retention
- **CERAMIC CUTTING TOOLS**: Ceramic Cutting Tools
- **BIG DATA, BIG RESULTS**: Big Data, Big Results

## MAY
- **EDITORIAL LEAD**: Cutting Tool Coatings
- **DESIGN FOR SIX SIGMA**: Design for Six Sigma
- **MEDICAL MACHINING**: Medical Machining
- **IMPROVING PRODUCTIVITY & PROFITABILITY**: Improving Productivity & Profitability
- **GRINDING**: Grinding

## JUN/JUL
- **EDITORIAL LEAD**: Safety
- **—**: —
- **—**: —
- **—**: —
- **—**: —
- **—**: —

## RECURRING COLUMNS
- **INCLUSIVE INSIGHTS**: Inclusive Insights
- **SOFTWARE UPDATE**: Software Update
- **INCLUSIVE INSIGHTS**: Inclusive Insights
- **SOFTWARE UPDATE**: Software Update
- **INCLUSIVE INSIGHTS**: Inclusive Insights

## INDUSTRY REPORTS & SPECIAL COVERAGE
- **—**: —
- **—**: —
- **—**: —
- **—**: —

## SHOW PREVIEW & BONUS DISTRIBUTION
- **HOUSTEX**: HOUSTEX
- **RAPID + TCT**: RAPID + TCT
- **EASTEC**: EASTEC

## ADVERTISER BONUS
- **TECH SHEETS**: Tech Sheets (w/half-page ad or equivalent)
- **HALF-PAGE CASE STUDY OR COMPANY PROFILE**: Half-Page Case Study or Company Profile (w/half-page ad or larger)
- **INDUSTRY REPORT ADVERTISERS RECEIVE LEADS FROM ADDITIVE WEBINAR**: Industry Report Advertisers Receive Leads from Additive Webinar
- **SHOW EXHIBITORS RECEIVE SAME SIZE AD IN RELATED 2023 EVENT DIRECTORY**: Show Exhibitors Receive Same Size Ad in Related 2023 Event Directory
- **T&W ADVERTISERS: FREE AD IN SPECIAL T&W ENEWSLETTER**: T&W Advertisers: Free Ad in Special T&W eNewsletter
- **WEBSITE PROFILES**: Website Profiles (w/half-page ad or larger)

## AD CLOSING DATES
- **RESERVATIONS**: 1/2/2023
- **MATERIALS**: 1/4/23

## AUG
- **EDITORIAL LEAD**: Welding Automation
- **—**: —
- **—**: —
- **—**: —
- **—**: —

## SEP
- **EDITORIAL LEAD**: —
- **MILLING**: CAD/CAM
- **—**: —
- **—**: —

## OCT
- **EDITORIAL LEAD**: —
- **—**: —
- **—**: —
- **—**: —

## NOV
- **EDITORIAL LEAD**: —
- **—**: —
- **—**: —
- **—**: —

## DEC/JAN
- **EDITORIAL LEAD**: —
- **—**: —
- **—**: —
- **—**: —

# Show Preview & Bonus Distribution
- **FASTECH**: FABTECH
- **CMTS SOUTHTEC**: CMTS SOUTHTEC
- **WESTEC**: WEETEC

# Advertiser Bonus
- **SIGNET AD BRAND**: Signet Ad Brand Advertising Study (w/half-page ad or larger)
- **SHOW EXHIBITORS RECEIVE SAME SIZE AD IN RELATED 2023 EVENT DIRECTORY**: Show Exhibitors Receive Same Size Ad in Related 2023 Event Directory
- **INDUSTRY REPORT ADVERTISERS LEADS FROM AEROSPACE WEBINAR**: Industry Report Advertisers Leads from Aerospace Webinar
- **WEBSITE PROFILES**: Website Profiles (w/half-page ad or larger)

# Ad CLOSING DATES
- **RESERVATIONS**: 6/14/23
- **MATERIALS**: 6/19/23

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**SME MEDIA PLANNER 2023**

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**SME.ORG**