



**Editorial Calendar**

ISSUE	AD CLOSE	ITEMS DUE	EDITORIAL HIGHLIGHTS	SPECIAL MERCHANDISING & ADVERTISING	BONUS DISTRIBUTION
January	12/4/18	12/10/18	Firearms, Ammo, Body Armor, Targets/Range Systems	<b>Well Dressed Tactical Officer Contest;</b> Shot Show Exhibitor Marketing Package*	Shot Show
February	1/10/19	1/14/19	Traffic Enforcement, Vehicles & Vehicle Accessories, Flashlights, Radio/Portable Communication	Inclusion in our How Product eNews*	International Wireless Communications Expo (IWCE)
March	2/5/19	2/11/19	Training Simulators, Tactical Uniforms & Accessories, TEMS/First Aid, Career Advancement/Education, Post-Shot Show Wrap <b>SUPPLEMENT Up-fitting &amp; Fleet Management</b>	Inclusion in our Hot Product eNews*	ILEETA, SniperWeek, Texas Tactical Police Officers Association, Western States Hostage Negotiator's Association, International Police Mountain Bike Association
April	3/7/19	3/13/19	Special Units: Motors/Bikes/K-9, Less-Lethal, eCitation, Officer Safety Products	<b>Well Dressed Bicycle/Motor Officer Contest,</b> Inclusion in our How Product eNews*	Midwest Gang Investigators Association, New York Tactical Officers Association, FBI-LEEDA 25th Annual Executive Training Conference, Mock Prison Riot, TACOPS West, NLEOM, National Patrol Rifle Competition (NPRC), Inland Empire Gang Symposium
May	4/8/19	4/12/19	Knives/Tools, Drug/Alcohol Testing & Detection, Explosive Detection & Protection <b>SUPPLEMENT Critical Incident Response</b>	Inclusion in our Hot Product eNews*	National Sheriffs Association, Michigan Tactical Officers Association, New England Narcotic Enforcement Officers Association, International Association of Bomb Technicians & Investigators, International Association of Directors of LE Standards and Training (IADLEST)
June	5/14/19	5/20/19	Annual Industry Buyer's Guide, Uniforms & Apparel, School/Campus Safety, New Software Roundup	1/6 Pg Web Showcase; 1/4 Pg Resource Guide; Online Listing; Bolded Print Listing*	Police Security Expo, National Association of School Resource Officers (NASRO)
July	6/10/19	6/14/19	Forensics, Lasers/Lights/ Sights, Law Enforcement Broadband, <b>SUPPLEMENT Ballistic Protection</b>	<b>Well Dressed War/Go To Bag Contest,</b> Inclusion in our Hot Product eNews*	Eastern Law Enforcement Training Expo, International Latino Gang Investigator's Association, Midwest Security & Police Conference/Expo, APCO Int., World Police & Fire Games, National Association of Police Organizations (NAPO)
August	7/11/19	7/17/19	SWAT/Tactical: Night Vision & Thermal Imaging, Duty Gear & Equipment (Eyewear, Gloves, Footwear, Headwear, Bags, Cases, Kits, Packs)	Inclusion in our Hot Product eNews*	National Asian Peace Officers Association, Urban Shield, TACOPS East
September	8/7/19	8/13/19	Crime Scene Investigations, Riot Response, Portable Lighting <b>SUPPLEMENT Software &amp; Mobile Apps</b>	Inclusion in our Hot Product eNews*	California Association of Hostage Negotiators, National Tactical Officers Association, East Coast Gang Investigator's Association, COPS West, Nat. Police Shooting Championship
October	9/9/19	9/13/19	IACP, Body Worn & In- Car Technology, Rugged Handheld Technology, Computers in LE	Int. Association of Chiefs of Police (IACP) Show Exhibitor Marketing Package,* <b>Well Dressed Patrol Officer Contest</b>	IACP, Illinois Tactical Officers Association
November	10/9/19	10/15/19	Winter Apparel, Footwear, Gloves, Headwear, Drug Testing, Protection/ Detection	Inclusion in our Hot Product eNews*	California Narcotic Officers Association
December	11/5/19	11/11/19	Evidence, Firearms & Vehicle Storage Solutions, Drone/ Robotic Technology, <b>SUPPLEMENT Education &amp; Training</b>	12 Days of Christmas Promotion; Inclusion in our Hot Product eNews*	* Advertise with a full page ad and receive this item at no cost!