



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	Well Dressed Tactical Officer Contest; 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), North American Police Ski Championships, CLEAA
March	2/5/19	2/22/19	Training Simulators, Tactical Uniforms & Accessories, TEMS/First Aid, Career Advancement/Education, SUPPLEMENT Up-fitting & Fleet Management	Inclusion in our Hot Product eNews*	ILEETA, SniperWeek, Texas Tactical Police Officers Association, Western States Hostage Negotiator's Association, IPMBA
April	3/7/19	3/13/19	Special Units: Motors/Bikes/K-9, Less-Lethal, eCitation, Officer Safety Products	Well Dressed Bicycle Officer Contest, 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
May	4/8/19	4/12/19	Knives/Tools, Ballistic Protection, Drug/Alcohol Testing & Detection, Explosive Detection & Protection	Inclusion in our Hot Product eNews*	National Sheriffs Association, Michigan Tactical Officers Association, New England Narcotic Enforcement Officers Association, National Patrol Rifle Competition (NPRC), International Police Mountain Bike 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, Lasers/Lights/ Sights, New Software Roundup	1/6 Pg Web Showcase; 1/4 Pg Resource Guide; Online Listing; Bolded Print Listing*	Police Security Expo, National Association of Police Organizations, NASRO
July	6/10/19	6/14/19	Forensics, School/Campus Safety, Law Enforcement Broadband, SUPPLEMENT Ballistic Protection	Well Dressed War/Go To Bag Contest, Inclusion in our Hot Product eNews*	Eastern Law Enforcement Training Expo, International Latino Gang Investigator's Association, National Association of School Resource Officers, Midwest Security & Police Conference/Expo, APCO Int., World Police & Fire Games
August	7/11/19	7/17/19	SWAT/Tactical: Night Vision & Thermal Imaging, Eyewear/Gloves/Footwear/ Headwear	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, Hardware/ Software, Portable Lighting	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/Software	Int. Association of Chiefs of Police (IACP) Show Exhibitor Marketing Package,* Well Dressed Patrol Officer Contest	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, SUPPLEMENT Education & Training	12 Days of Christmas Promotion; Inclusion in our Hot Product eNews*	

* Advertise with a full page ad and receive this item at no cost!