



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 | 2/11/19 | Training Simulators, Tactical Uniforms & Accessories, TEMS/First Aid, Career Advancement/Education, Post-Shot Show Wrap 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, Drug/Alcohol Testing & Detection, Explosive Detection & Protection SUPPLEMENT Critical Incident Response | 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;Boded 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 SUPPLEMENT Software & Mobile Apps | 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! |