

EC&M
A Penton Media Publication

**Electrical
Wholesaling**
A Penton Media Publication



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2009
EDITORIAL
CALENDARS

EC&M 2009 Editorial Calendar



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2009 Show Calendar

BICSI Winter Conference
January 19-22: Orlando, FL

Spring Electronic House Expo
March 10-14: Orlando, FL

EGSA Spring Conference
March 15-17: San Antonio, TX

NEMRA Conference
March 17-21: San Diego, CA

Electric West/Power Quality & Reliability Show
March 18-20: Las Vegas, NV

Lightfair International
May 5-7: New York, NY

BICSI Spring Conference
May 11-13: Baltimore, MD

Nat'l Electric Leadership Summit (formerly NAED Annual)
May 16-20: Ft. Lauderdale, FL

NECA Show
September 13-15: Seattle, WA

BICSI Fall Conference
September 21-24: Las Vegas, NV

Nat. Plant Engineering & Facilities Management Show
September 22-24: Chicago, IL

EC&M University
Fall 2009

Independent Electrical Contractors Electric Expo
October 21-24: St. Louis, MO

NEMA Illuminations Weekend
November 13-14: Scottsdale, AZ

PowerGen International
December 8-10: Las Vegas, NV

	Issue	January	February
	Issue Theme	On-Site Power	Training & Education
	Ad Closing	December 23, 2008	January 27, 2009
	Special Report	The Importance of Bonding & Grounding	The Future of Continuing Education
Power Quality Advisor	Section Theme	Power Factor Correction	Back-Up Power
	PQ Corner	Case History	Case History
	Inside PQ	Capacitor Applications	Sizing Gen-Sets for Nonlinear Loads
Plant Operations	Motor Facts	Motor Design	Motor Installation
	Maintenance Facts	Circuit Breaker Basics	Starter Basics
Energy Management	Going Green	Wind Power Research Update	Managing Your Scrap
	Energy Efficiency	Energy Use Monitoring	Energy Audits
Lighting & Low Voltage	Lighting & Control	Residential Lighting	Industrial Lighting
	Datacom and Security	Datacom Tutorial	Security System Primer
National Electrical Code	Code Basics	Working Space	Electrical Services - Part 1
	Code Violations	Illustrated Catastrophes	Illustrated Catastrophes
	Code Quandaries	What's Wrong Here?	What's Wrong Here?
Product Depot	Code Quandaries	Readers' Questions Answered	Readers' Questions Answered
	Product Spotlight	Transfer Switches	Boxes & Enclosures
	Special Sections or Supplements		
Contractor Connection	Construction Watch	Market Trends & Statistics	Market Trends & Statistics
	Project Watch	High-Profile Project Spotlight	High-Profile Project Spotlight
	Business Series	Operations & Marketing Tips	Operations & Marketing Tips
	Back to Basics	Electrical Fundamentals	Voltage Drop
	Technical Topics	Portable Generator Installation Guidelines	Wire Temperature Ratings and Terminations
Special Advertising Opportunities	Sizing Standby Generators		e-Learning via Webcasts and Podcasts
	Show Programs & Directory Options		Electric West Advertiser / Exhibitor Impact Program
	Bonus Ad Study	1st Quarter Ad Readership Study for Qualifying	
	Show Bonus Distribution		Electric West / Power Quality & Reliability Show / NEMRA Conference
Online Products & Events	Literature Reviews / Mini-Ads	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section
	Electronic Newsletters [published 2x per month]	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*
	Seminars / Webinars	Understanding Electrical Safety and PPE Selection	Implementing an Arc Flash Compliance Program

* Product NewsWire is published only once per month.

2009				
March	April	May	June	July
Computers & Software	Lighting	Electrical Design	Health & Safety	Product Showcase
February 24, 2009	March 26, 2009	April 27, 2009	May 26, 2009	June 25, 2009
Building Information Modeling (BIM)	New Trends in Lighting Design	Top 40 Electrical Design Firms	The Devastating Effects of Electrical Trauma	Manufacturer & Supplier Directory
Power Electronics	Energy Storage / Ride-Through	Reliability Designs	Grounding	Troubleshooting
Case History	Case History	Case History	Case History	Case History
Industrial Considerations and ASDs	Countering Whiplash for Increased Battery Life	PQ and Reliability: Where Does the Responsibility Lie?	UPS Neutral and Grounding Connections	Detecting & Diagnosing Power Problems in Corporate Data Centers
Motor Maintenance	Motor Repair	Motor Operation	Motor Controls	2009 Manufacturer & Supplier Directory
Control Relay Basics	Switch Basics	Panelboard Basics	Load Center Basics	
Solar Power Research Update	Recycling Tips	Wave / Tidal Power Update	Energy Codes Update	
Saving Energy With AFDs	Reducing Consumption Through Lighting Control Systems	Benchmarking Energy Use	Reducing Consumption With Low-Voltage Transformers	
Commercial Lighting	Residential Lighting	Industrial Lighting	Lightfair International Field Report	
BICSI Field Report: Winter Conf.	Datacom Tutorial	Security System Primer	BICSI Field Report: Spring Conf.	
Electrical Services - Part 2	Pools and Spas - Part 1	Pools and Spas - Part 2	Pools and Spas - Part 3	
Illustrated Catastrophes	Illustrated Catastrophes	Illustrated Catastrophes	Illustrated Catastrophes	Illustrated Catastrophes
What's Wrong Here?	What's Wrong Here?	What's Wrong Here?	What's Wrong Here?	What's Wrong Here?
Readers' Questions Answered	Readers' Questions Answered	Readers' Questions Answered	Readers' Questions Answered	Readers' Questions Answered
Software	Ballasts & Lamps	Busway & Raceway	Safety Equipment	Product of the Year Award Winners
	Supplement: EC&M Product of the Year Tabloid Showcase			Special Section: Web Site Products of the Week
Market Trends & Statistics	Market Trends & Statistics	Market Trends & Statistics	Market Trends & Statistics	Market Trends & Statistics
High-Profile Project Spotlight	High-Profile Project Spotlight	High-Profile Project Spotlight	High-Profile Project Spotlight	High-Profile Project Spotlight
Operations & Marketing Tips	Operations & Marketing Tips	Operations & Marketing Tips	Operations & Marketing Tips	Operations & Marketing Tips
Inductance	Capacitance	Reactance	Short-Circuit Calculations	400Hz Power Systems
Computer-Based Estimating for the Small Contractor	LED Applications	Understanding Series Ratings Requirements	Selecting the Right Safety Switch	Meeting NFPA 110 Requirements
Web-Based Project Management	Building Automation & Control	Transformer Selection & Application	Trench Safety Guidelines	Fall Protection Tips & Techniques
				Half-Page+ Advertisers Earn Free Directory Listings
g Advertisers				3rd Quarter
	BICSI Spring Conference and National Electric Leadership Summit			
Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section
ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*
Preparing for an Arc Flash Hazard Study	Electrical Designer's Reference	Proper Working Drawings: An Engineer's Perspective	10 Pre-Planning and Production Ideas for Contractors	V/D/V Performance Techniques, Tools, and Testing

August	September	October	November	December
Electrical Construction	Operations & Maintenance	Power Quality	Power Electronics	Industry Outlook
July 28, 2009	August 26, 2009	September 24, 2009	October 27, 2009	November 24, 2009
Top 50 Electrical Contractors	Retrofitting vs. New Construction	Selective Coordination	The Age of Digital Control	Electroforecast: Markets to Watch in 2010
Harmonics	Monitoring & Analysis	Test & Measurement	Utility Power Quality	Software
Case History	Case History	Case History	Case History	Case History
Effect of Harmonics on Power Measurements	Using Waveform Analysis As a Diagnostic Tool	The Peak Capture Option: Usage and Measurement Analysis	Power Quality at the Utility / Industrial Interface	Predicting Problems and Simulating Solutions
Motor Installation	Motor Maintenance	Motor Repair	Motor Operation	Motor Controls
Switchboard Basics	Basics of AC Drives	Basics of PLCs	Busway Basics	Transformer Basics
Wind Power Installation Practices	LEED Requirements & Certifications	Solar Power Installation Practices	Re-Commissioning Programs	Wave / Tidal Power Installation Practices
Load Control Strategies	A Systems Approach to Calculating Energy Savings	PQ and Energy Savings	Premium-Efficiency Motors	Energy Management Systems
Residential Lighting	Industrial Lighting	Commercial Lighting	Residential Lighting	Industrial Lighting
Datacom Tutorial	Security System Primer	Datacom Tutorial	BICSI Field Report: Fall Conf.	Security System Primer
Surge Suppression Devices	A/C and Refrigeration Equipment	Health-Care Facilities	Dwelling Unit Calculations	Multi-Family Load Calculations
Illustrated Catastrophes	Illustrated Catastrophes	Illustrated Catastrophes	Illustrated Catastrophes	Illustrated Catastrophes
What's Wrong Here?	What's Wrong Here?	What's Wrong Here?	What's Wrong Here?	What's Wrong Here?
Readers' Questions Answered	Readers' Questions Answered	Readers' Questions Answered	Readers' Questions Answered	Readers' Questions Answered
Construction Equipment	Monitors & Recorders	Circuit Protection Devices	Test & Measurement Equipment	Wiring Devices
Special Section: Truck & Van Accessories				
Market Trends & Statistics	Market Trends & Statistics	Market Trends & Statistics	Market Trends & Statistics	Market Trends & Statistics
High-Profile Project Spotlight	High-Profile Project Spotlight	High-Profile Project Spotlight	High-Profile Project Spotlight	High-Profile Project Spotlight
Operations & Marketing Tips	Operations & Marketing Tips	Operations & Marketing Tips	Operations & Marketing Tips	Operations & Marketing Tips
Insulation Resistance	Conduit Fill	Voltage Imbalance	Load Balancing	Impedance
Special Report: Truck & Van New Model Update	Battery Testing Techniques	Conduit Bending Basics	Troubleshooting Control Circuits	Five Tools You Can't Live Without
Grounding Practices Near Energized Equipment	Dealing With Water-Damaged Equipment	Arc Flash Calculations Made Simple	Building Automation & Control	DC Power Trends
NECA Show Advertising Impact Program				
Ad Readership Study for Qualifying Advertisers				
NECA Show and BICSI Fall Conference	Independent Electrical Contractors Show	NEMRA Illuminations Weekend	PowerGen International	BICSI Winter Conference
Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section	Paid Literature Review and Mini Ad Section
ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*	ElectricalZone, CodeWatch, E-Train, PQ NewsBeat, MRO Insider, G-Biz, and Product NewsWire*
Helping P.E.S Realize Higher Levels of Revenue	Critical Operation Power Systems	Telecom Battery Sizing Basics	Grounding, Bonding, and Harmonics	NEC Violations

Electrical Wholesaling 2009 Editorial Calendar

Electrical Wholesaling

NEW IN 2009!

Expanded Web Coverage of Sales Skills High-traffic resource that draws readers to some of EW's most popular editorial content

Product Alert More coverage of new product launches than any other magazine in the electrical wholesaling industry

Back By Popular Demand! Each month EW's Market Reports analyze the business opportunities in key metropolitan areas

Back By Popular Demand! Manufacturers are welcome to submit manuscripts that offer practical selling tips

New Monthly Department on Best Practices in Electrical Distribution EW's readers will learn from the electrical industry's classic management strategies

2009 Electrical Marketer's Survival Guide A thoroughly updated *Electrical Wholesaling* classic

Key Players to Watch Analysis of management, marketing and sales strategies of competitors, hybrid distributors and other interesting companies

Back By Popular Demand! More economic data from the industry's leading economist, DISC Corp.'s Herm Isenstein. Articles include quarterly economic forecasts and DISC's mid-year economic review.

MONTHLY EDITORIAL OPPORTUNITIES

Bulletin Board: Your opportunity every month to keep EW's readers informed about your promotions, awards, events & new ideas.

Speaking Out: Monthly opportunities to sound off from the electrical industry's best open microphone.

New Products: Expanded monthly product coverage offers additional editorial opportunities for electrical manufacturers.

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	January	February	March	April	May
Ad Closing	December 15, 2008	January 15, 2009	February 15, 2009	March 14, 2009	April 15, 2009
ISSUE HIGHLIGHTS	<i>SELLING PRODUCTS WITH INDEPENDENT REPS</i>	<i>GREEN MARKET</i>	<i>WIRE WORLD</i>	<i>"NAED ANNUAL ISSUE & GREEN MARKET"</i>	<i>THE CANADIAN MARKET</i>
THE SCOOP More Award-Winning Articles	Q&A with NEMRA's New Leader	Maximizing Utility Rebates	Materials Prices: Which Way to Bet on Copper?	G-Biz Market Report: Wind Energy	Canada 101: An Insider's Look at the Canadian Electrical Market
CAN'T-MISS COVERAGE	New in 2009! E-Biz Supplier Showcase: Industry Resources to Help Distributors, Manufacturers and Reps Maximize their E-Biz Investment	This Annual Coverage of the Latest in Utility-Rebate Programs has Become One of EW's Biggest Reference Issues of the Year.	Profiles on Wire and Cable Specialists	Stormy Season: Disaster Planning for Distributors	Profiles on Canadian Distributors
G- BIZ Monthly Coverage of the Latest Sales Opportunities in Energy-Efficient Electrical Products	Progress Report on Industry Progress in Electronic Commerce	G-Biz Market Report: Solar Energy	How Low Will it Go? Looking for the Bottom of the Residential Construction Market	All Manufacturers will Want Exposure in one of <i>Electrical Wholesaling's</i> Biggest Issues Each Year	Pitching IT Projects to Bean Counters
NEW IN 2009! BEST PRACTICES 101 Monthly Articles on Winning Management Strategies	Best Practices in Human Resources	Green at Home: Best Practices in Energy Efficiency	Best Practices in Inventory Management	Best Practices in Warehouse Management	Best Practices in Data Management
NEW IN 2009! ELECTRICAL MARKETER'S SURVIVAL GUIDE For industry newcomers who need to learn the industry and veterans who need to brush up	2009 Electrical Marketer's Survival Guide Understanding the Independent Manufacturers' Rep	2009 Electrical Marketer's Survival Guide A Walk Through an Electrical Distributorship	2009 Electrical Marketer's Survival Guide Electrical Wholesaling's Guide to Add-On Sales	2009 Electrical Marketer's Survival Guide Sizing Up the Residential Market	2009 Electrical Marketer's Survival Guide Sizing Up the Commercial Market
WHAT'S UP? Key players to watch	Quanta	Hot New Solar Companies	EMCOR	Wind Companies You Should Know	Home Center Update: Home Depot vs. Lowe's
PRODUCT ALERT	Hand Tools & Job-Site Supplies	Energy-Efficient Lighting Products	Wire and Cable, Reels and Wire-Handling Equipment	<i>Lighting Controls & Building Automation Systems</i>	Job-Site Supplies
WHAT'S THE ANGLE? This issue is of special interest to these manufacturers and service providers.	Of Special Interest to Manufacturers That Support NEMRA Representatives	<i>Of special interest to lighting manufacturers.</i>	<i>Of special interest to wire & cable manufacturers and wire specialty distributors.</i>	<i>Of interest to lighting manufacturers and manufacturers and service providers selling through NAED distributors.</i>	<i>Of special interest to providers of hand tools, protective clothing, ladders, wire racks, lube, job boxes and other job-site equipment</i>
BONUS DISTRIBUTION	January 21-24 NAED Western Region Conference Marriott Desert Springs Resort & Spa Palm Desert, CA	February 25-28 NAED South-Central Region Conference Omni Orlando Resort at Champions Gate Orlando, FL	March 17-21 NEMRA Annual Conference San Diego Marriott San Diego, CA	May 16-20 National Leadership Summit Westin Diplomat Resort and Spa, Fort Lauderdale, FL	

June	July	August	September	October	November	December
May 13, 2009	June 12, 2009	July 11, 2009	August 13, 2009	September 11, 2009	October 13, 2009	November 12, 2009
<i>TOP 200 DISTRIBUTORS</i>	<i>LATEST IN LIGHTING</i>	<i>ELECTRICAL WHOLESALING BUYERS' GUIDE</i>	<i>SALES SKILLS</i>	<i>DISTRIBUTION SOFTWARE</i>	<i>2010 MARKET PLANNING GUIDE</i>	<i>GREEN BIZ</i>
Top 200 Distributor Listing: An Annual Industry Event	"A Look at Lighting Technologies of the Future"	"Quick-and-Easy Reference Listing of Key Vendors"	The Sales Basics that Matter Most	Software Selection Guide	2010 Regional Sales Forecasts	National Factbook Exclusive Snapshots of the Economic Indicators that Will Shape the Electrical Market in 2009
EW Industry Benchmark A Keeper issue that Guarantees Pass-Along Readership	Latest in Lighting Control Technologies	Product Selection Guide	Sales Training: Has the Game Changed?	Surviving a Software Upgrade	2010 Construction Forecasts	Remembering 2009 One of EW's Most Popular Articles Each Year Chronicles the Emerging Trends and People on the Move
<i>Analysis of the Fastest-Growing Electrical Distributors</i>	Update on What's Happening in the Energy Conservation Arena	Evaluating Vendors: Asking the Right Questions	Winners of EW's Sales Tips Contest	10 Tips for a Successful Implementation	Sales Breakdowns by Product and Market	Who Bought Whom: Database of Distributor Acquisitions
Best Practices in Event Planning	Best Practices in Supplier Relations	Industry Consultants	Best Practices in Sales Management	Best Practices in Website Management	Best Practices in Market Analysis and Planning	Best Practices in Credit and Collections
2009 Electrical Marketer's Survival Guide The Electrical Pyramid	2009 Electrical Marketer's Survival Guide Sizing Up the Industrial Market	2009 Electrical Marketer's Survival Guide Who Owns Whom	2009 Electrical Marketer's Survival Guide Effective Product Launches	2009 Electrical Marketer's Survival Guide 10 Tips for Better Online Promotions	2009 Electrical Marketer's Survival Guide Market Analysis and Planning	2009 Electrical Marketer's Survival Guide Merchandising Your Counter Area
Wolesley Update	Wall Street's Hottest Green Stocks	Trade Association Listings	Fastenal	Why the California Utilities are So Big On Alternative Energy	Anixter	Avnet Electronics
Test Equipment	Energy-Efficient Lighting Products	Manufacturers by Product Category	Generators, UPS Systems and Back-Up Power	Circuit Protection	Hazardous Locations	MRO Products
<i>Top 200 is of interest to all manufacturers and services providers. Product Alert is of interest to test equipment manufacturers</i>	<i>Of special interest to lighting manufacturers</i>	<i>Of interest to all electrical manufacturers and services providers</i>	<i>Of interest to manufacturers of generators, UPS systems, surge suppressors, back-up power and other power supplies</i>	<i>Of special interest to software vendors. Product Alert of interest to manufacturers of circuit breakers and fuses</i>	<i>This is an industry exclusive and is of interest to all manufacturers. Product Alert of interest to wire and cable manufacturers and specialty distributors</i>	<i>Of special interest to manufacturers of MRO products such as lamps, portable cord, circuit breakers, fuses, wire and cable, motors and motor starters</i>
				November 4-7 NAED Eastern Region Conference New Orleans Marriott New Orleans, LA		