

PRINT OPPORTUNITIES

# 2021 HFM Editorial Calendar

| ISSUE  | DEADLINES  | COVER STORY   | FEATURES  | MARKETPLACE                                 | SOLUTIONS   |
|--|--|---|---|---|---|
| <b>JANUARY/<br/>FEBRUARY</b>   | Ad Close: 12/1/20<br>Materials: 12/10/20<br>Mail Date: 1/4/21  | <b>Advocacy and Compliance</b>                                | <ul style="list-style-type: none"> <li>Health care building trends</li> <li>ASHE Excellence in Health Care Facility Management Award</li> <li>EVS operations</li> </ul> | Hand hygiene equipment                      | <ul style="list-style-type: none"> <li>Computerized maintenance management systems</li> <li>Water quality products</li> </ul>         |
| <b>MARCH</b>   | Ad Close: 2/1/21<br>Materials: 2/9/21<br>Mail Date: 3/3/21     | <b>Building Your Professional Reputation</b>                  | <ul style="list-style-type: none"> <li>ASHE Vista Awards</li> <li>Facilities and engineering trends</li> <li>EVS operations</li> </ul>                                  | Fire Safety                                 | <ul style="list-style-type: none"> <li>Behavioral hardware and technology</li> <li>Health care furnishings</li> </ul>                 |
| <b>APRIL</b><br><br>PDC Summit<br>Preview Issue +<br>Bonus Distribution            | Ad Close: 3/3/21<br>Materials: 3/11/21<br>Mail Date: 4/6/21    | [ SPECIAL SECTION ]<br><b>ASHE Annual Construction Survey</b> | <ul style="list-style-type: none"> <li>Facilities and engineering trends</li> <li>EVS operations</li> </ul>   | Security and access control                 | <ul style="list-style-type: none"> <li>Lighting equipment</li> <li>HVAC products</li> </ul>   |
| <b>MAY</b>   | Ad Close: 4/5/21<br>Materials: 4/12/21<br>Mail Date: 5/4/21    | <b>Operational Excellence</b>                                 | <ul style="list-style-type: none"> <li>Health care building trends</li> <li>Facilities and engineering trends</li> <li>EVS operations</li> </ul>                        | Power and electrical equipment              | <ul style="list-style-type: none"> <li>Fire safety products</li> <li>Cleaning products</li> </ul>                                     |
| <b>JUNE</b>  | Ad Close: 5/3/21<br>Materials: 5/11/21<br>Mail Date: 6/7/21    | <b>Design and Construction</b>                                | <ul style="list-style-type: none"> <li>Interior design issues</li> <li>Facilities and engineering trends</li> <li>EVS operations</li> </ul>                             | Floor coverings                             | <ul style="list-style-type: none"> <li>Automated disinfection systems</li> <li>Patient education and entertainment systems</li> </ul> |
| <b>JULY</b><br><br>ASHE Annual Conference<br>Preview Issue +<br>Bonus Distribution | Ad Close: 6/3/21<br>Materials: 6/11/21<br>Mail Date: 7/6/21    | <b>Compliance Challenges</b>                                  | <ul style="list-style-type: none"> <li>Health care building trends</li> <li>Compliance challenges</li> <li>EVS operations</li> </ul>                                    | Lighting systems                            | <ul style="list-style-type: none"> <li>Medical gas equipment</li> <li>Security and access control</li> </ul>                          |
| <b>AUGUST</b>  | Ad Close: 7/2/21<br>Materials: 7/12/21<br>Mail Date: 8/3/21    | <b>Energy Efficiency</b>                                      | <ul style="list-style-type: none"> <li>Health care building trends</li> <li>Facilities and sustainability</li> <li>EVS operations</li> </ul>                            | Nurse communication systems                 | <ul style="list-style-type: none"> <li>Real-time location systems</li> <li>HVAC</li> </ul>  |
| <b>SEPTEMBER</b><br><br>AHE Exchange 2021<br>Preview Issue +<br>Bonus Distribution | Ad Close: 8/4/21<br>Materials: 8/12/21<br>Mail Date: 9/7/21    | <b>AHE Environmental Services Department of the Year</b>      | <ul style="list-style-type: none"> <li>Health care building trends</li> <li>Facilities and engineering trends</li> </ul>  | Cleaning products                           | <ul style="list-style-type: none"> <li>Waste management</li> <li>Floor care equipment</li> </ul>                                      |
| <b>OCTOBER</b>   | Ad Close: 9/6/21<br>Materials: 9/13/21<br>Mail Date: 10/5/21   | <b>Design and Construction</b>                                | <ul style="list-style-type: none"> <li>Interior design issues</li> <li>Facilities and engineering trends</li> <li>EVS operations</li> </ul>                             | Plumbing products                           | <ul style="list-style-type: none"> <li>Fire safety products</li> <li>Health care furnishings</li> </ul>                               |
| <b>NOVEMBER/<br/>DECEMBER</b>  | Ad Close: 10/4/21<br>Materials: 10/12/21<br>Mail Date: 11/3/21 | [ SPECIAL SECTION ]<br><b>ASHE/AHE Biennial Salary Survey</b> | <ul style="list-style-type: none"> <li>Health care building trends</li> </ul>   | Computerized maintenance management systems | <ul style="list-style-type: none"> <li>Signage and wayfinding</li> <li>Flooring products</li> </ul>                                   |

\*Editorial calendar is subject to change.