

# Turf DesignBuild DIGITAL & PRINT CALENDAR 2018

MULTI-PLATFORM CONTENT COVERED IN PRINT, DIGITAL AND SOCIAL

Turf Design Build provides landscape design and architecture professionals with the latest trends, ideas, innovations and best practices, focusing on four key industry segments: design, hardscape, construction and irrigation.

	SPECIAL COVERAGE	IRRIGATION FEATURE	CONSTRUCTION FEATURE	HARDSCAPE FEATURE	PRODUCTS
<b>JANUARY/ FEBRUARY</b> Print Ad Close: 12/18/17 Materials Due: 12/27/17	▶ THE OUTDOOR LIVING ISSUE: The environmentally friendly outdoor living feature story will focus on creating beautiful spaces with features such as ornamentals and container gardening, edibles, rain gardens and other outdoor living trends and features that keep the environment in mind. Projects highlighted include water retention and recirculation and permeable pavers to promote drainage capabilities.	▶ 10 Things Every Irrigation Tech Should Know: Using comments from the popular LawnSite thread on this topic, we will compile members' top insights plus interviews with irrigation managers to explain what knowledge an irrigation tech must have on the job — from what you want in someone you hire to what you can teach in training.		▶ Hardscapes: This companion article to our main feature story on outdoor living will focus on the trends in hardscape products for 2018, including those products used for swimming pools and fun add-ons such as outdoor entertaining components featuring lighting, stereo or TV equipment, fire pits and fireplaces. A sidebar will include information on special additions such as pergolas and fencing.	▶ Hardscapes/ Outdoor Living: fencing, pergolas, fire pits, fireplaces, landscape lighting
<b>MARCH/ APRIL</b> Print Ad Close: 2/16/18 Materials Due: 2/23/18	▶ THE WATER ISSUE: This feature story will focus on irrigation systems for efficiency and conservation with a secondary piece on working within the constraints of water regulations. We will feature interviews with top irrigation sources on the latest products that help irrigation managers deal with these challenges, as well as feature projects that dealt with and overcame major hiccups due to water restrictions.		▶ Water Woes On The Jobsite — Before and After: Landscape contractors tell us how to keep construction debris and runoff from polluting nearby water sources and how to handle drainage when implementing trenching, grading and erosion control on a landscape project.	▶ Water-friendly Materials: How to choose pavers and other materials that keep drainage and water conservation in mind. We will speak with landscape designers who choose permeable materials and find out why, in addition to highlighting the latest products from major brands in this area. We will also highlight research by James Houle of the University of New Hampshire Stormwater Center on permeable interlocking concrete pavement.	▶ Irrigation Equipment
<b>MAY/JUNE</b> Print Ad Close: 4/17/18 Materials Due: 4/24/18	▶ From 'Oh No' To 'Wow!' — These DIY disasters were rescued by landscape designers to become showcases for the neighborhood. Here's how landscape designers stepped in and saved a landscape project gone bad.	▶ Upgrading & Adding On Irrigation Systems: How to sell customers on an upgraded irrigation or additional system, including the benefits of going mobile. We'll talk to irrigation managers who have made these sales and tell you how, as well as include info on the add-ons leading companies are featuring.	▶ Buy, Lease, Rent or Sell? We will review how landscape contractors make business decisions on equipment investments by working closely with distributors to determine the best option(s). We will also get companies to weigh in on the best way to build relationships with distributors.		▶ Hardscapes/ Outdoor Living: fencing, pergolas, fire pits, fireplaces, landscape lighting
<b>JULY/ AUGUST</b> Print Ad Close: 6/19/18 Materials Due: 6/26/18	▶ Drones: In this report, we will update readers on how drones are being used in the industry — from helping with grading work to marketing and more. We will include info from service providers who work with landscapers to provide drone video, so landscapers don't have to get a pilot license and purchase a drone themselves. We will also provide an update on any new regulations by the FAA.		▶ Residential vs. Commercial vs. Municipalities vs. HOAs: In this story, we will speak with landscape contractors about the pros and cons of landscape construction for design/build at all jobsite types — from getting permits to dealing with boards or customers and more.	▶ Making A Community Impact: Landscape projects in public spaces or for charitable organizations that have had a positive impact on the community hold a special place in the hearts of landscape designers. We will feature some of these projects and why they are often favorites in the industry, plus give information about and feature projects by Project Evergreen.	▶ Drones, GPS, supportive software
<b>SEPTEMBER/ OCTOBER</b> Print Ad Close: 8/21/18 Materials Due: 8/28/18	▶ HNA Show Coverage — This feature story will preview the upcoming HNA show, including information about educational sessions, a list of exhibitors, how to make the most of your time at HNA and even a fun sidebar on things to do around Louisville while you're in town.		▶ Construction Equipment Wishlist: This article will act as a guide to the latest and greatest construction equipment on the market, including specs and quotes from landscape contractors who give the product a thumb's up and tell readers why it's a smart investment.	▶ Hardscape Trends For 2019: Prior to GIE+EXPO/HNA in October, we will talk to leading companies and landscape designers about hardscape trends for next year, including a sidebar with predictions on what will be hot for outdoor living in 2019.	▶ GIE/HNA Product Preview
<b>NOVEMBER/ DECEMBER</b> Print Ad Close: 10/18/18 Materials Due: 10/25/18	▶ Women To Watch In The Design/Build Industry: From landscape architects and company owners to landscape contractors, the impact women have on the design/build industry is evident. We will feature women who have started their own businesses or made a splash in their companies, sharing their savvy business know-how and favorite landscape projects.	▶ Water Predictions For 2019: Looking ahead to next year, what can landscape contractors expect to deal with weather-wise in the face of droughts or when dealing with water regulations on the horizon? What irrigation system improvements are currently in the works to make facing these challenges easier?	▶ What's New In Attachments: Insight from leading companies and landscape contractors about what's new and what's most used on the jobsite when it comes to equipment attachments. Also included: a sidebar on how to maintain attachments and prolong their life.	▶ Seal The Deal with 3-D Images: Using CAD software to sell customers on design projects is easy with the right tools. We'll explore different types of software to help landscape designers do just that, with insight from Brian Scanlon, landscape designer, who shows how 3-D technology lets customers see how their finished project will look before a shovel even goes in the ground. We will also explore the rise of virtual reality in the industry.	▶ Design Software / Construction Equipment & Attachments



Turf Design Build is delivered to more than **54,000** landscape design and architecture professionals.