

2024 Magazine Editorial Calendar **WINDOW FILM™** MAGAZINE

JANUARY/FEBRUARY

Commercial and residential films; auto film tools; interfaces: software and lead generation.

Bonuses:

Free sponsored link on WINDOW FILM e-newsletter, Focus on Film—a \$1,750 value—at no charge; distribution at the National Association of Home Builders.

Ads: January 4

Editorial: December 11, 2023

JULY/AUGUST

Annual New Product Guide; decorative film; energy-efficient products.

Bonuses:

Guaranteed inclusion in New Products section with write-up and photo—a \$1,500 value—at no charge. Ask your sales rep for details. Distribution at GlassBuild America.

Ads: June 27

Editorial: June 3

MARCH/APRIL

Architectural film; automotive film; anti-graffiti film; handling tough customers and comebacks.

Bonuses:

Free basic announcement in Weekly Planner e-newsletter (a \$499 value)

Ads: March 21

Editorial: February 26

SEPTEMBER/OCTOBER

The International Window Film Conference and Tint-Off™ (WFCT) Preview; Top Dealers; bird-safety film; vinyl wraps.

Bonuses:

Guaranteed inclusion in WFCT product preview, social media post for advertisers also sponsoring the International Window Film Conference and Tint-Off™ (WFCT); distribution at WFCT.

Ads: August 8

Editorial: July 8

MAY/JUNE

School security focus: safety films, security attachments and bullet-resistant films; windshield protection film; privacy film; promotional and marketing aids.

Ad Bonus:

Distribution at AIA.

Ads: May 2

Editorial: April 8

NOVEMBER/DECEMBER

Annual Buyers Guide; SEMA preview; WFCT wrap-up; Annual Market Update.

Bonuses:

Logo placement on the pre-roll of the SEMA edition of FILM'd newscast; free product inclusion in SEMA preview; distribution at SEMA in Las Vegas. Distribution at Glass TEXpo™ '25.

Ads: September 26

Editorial: September 2



Subject to change.