

2012 Elevator World Editorial Calendar

Month	Featured Content	Special Sections	Bonus Distribution
January Editorial Deadline: Nov. 15, 2011 Advertising Deadline: Dec. 1, 2011	<ul style="list-style-type: none"> • 2012 Project of the Year Winners Announcement • Fire Alarm Systems and Elevator Capture • Focus Topic: System Fixtures • Event Coverage: Interlift 2011 • Profile: Interview with Industry Insider 		<ul style="list-style-type: none"> • International Elevator Escalator (IEE) Expo - India
SOURCE Directory: Include your company listing in the most complete elevator/escalator industry directory. This international directory is used all year long and by over 36,000 industry professionals. Don't be left out! Deadline: November 1, 2011.			
February Editorial Deadline: Dec. 15, 2011 Advertising Deadline: Jan. 2, 2012	<ul style="list-style-type: none"> • Project of the Year Article • Focus Topic: Doors and Door Equipment • Continuing Education: National Electrical Code, Part 2 • On Camera: A Pictorial • Event Coverage: Elevator Escalator Safety Foundation Safety Week 		
March Editorial Deadline: Jan. 16, 2012 Advertising Deadline: Feb. 1, 2012	<ul style="list-style-type: none"> • Project of the Year Article • Focus Topic: Machines, Motors and Pumps • Event Coverage: Buildings NY Expo • Management: Elevator Companies During the Global Recession: A Survivor's Guide 	Special Section: Focus on Motors	
China Digest: Include your company in this special digest specifically for the Chinese Market and distributed at the World Elevator & Escalator Expo in Guangzhou. Deadline: January 31, 2012. Distribution: 5,000.			
April Editorial Deadline: Feb. 15, 2012 Advertising Deadline: March 1, 2012	<ul style="list-style-type: none"> • Project of the Year Article • Continuing Education • Focus Topic: Green Issue • Event Coverage: A17 Standards Committee Meeting • Profile: Interview with Industry Insider 		<ul style="list-style-type: none"> • World Elevator & Escalator (WEE) Expo - China
May Editorial Deadline: March 15, 2012 Advertising Deadline: April 2, 2012	<ul style="list-style-type: none"> • Project of the Year Article • Focus Topic: Modernization • Event Coverage: International Elevator & Escalator Expo 2012 • On Camera: A Pictorial 		<ul style="list-style-type: none"> • Elevcon - USA • International Association of Elevator Consultants (IAEC)
June Editorial Deadline: April 16, 2012 Advertising Deadline: May 1, 2012	<ul style="list-style-type: none"> • Project of the Year Article • Continuing Education • Focus Topic: Consulting • Event Coverage: ECA Annual Meeting • Event Coverage: ELEXPO China • Event Coverage: NAEC Educational Conference 	Special Section: Corporate Profiles	<ul style="list-style-type: none"> • Elevator U - USA • Ele-España - Spain
Virtual Elevator Event: Sponsor or exhibit at the industry's only online trade show and conference. Reach and interact with a distinct global audience without leaving your office. Gain exposure through print, online and interactive digital media. Live date: June 13, 2012; visit www.elevatorworld.com/vee for more details.			

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July Editorial Deadline: May 15, 2012 Advertising Deadline: June 1, 2012	<ul style="list-style-type: none"> Project of the Year Article Focus Topic: Suspension Means Profile: Interview with Industry Insider 		
August Editorial Deadline: June 15, 2012 Advertising Deadline: July 2, 2012	<ul style="list-style-type: none"> Project of the Year Article Focus Topic: Accessibility Continuing Education On Camera: A Pictorial Event Coverage: IAEC Forum Event Coverage: World Elevator & Escalator Expo 	Special Section: Accessibility	<ul style="list-style-type: none"> National Association of Elevator Safety Authorities (NAESA International) - USA
September Editorial Deadline: July 16, 2012 Advertising Deadline: Aug. 1, 2012	<ul style="list-style-type: none"> Project of the Year Article Focus Topic: Cab Enclosures Event Coverage: Elevator U Conference Profile: Interview with Industry Insider 	Special Section: NAEC	<ul style="list-style-type: none"> National Association of Elevator Contractors (NAEC) - USA
October Editorial Deadline: Aug. 15, 2012 Advertising Deadline: Sept. 4, 2012	<ul style="list-style-type: none"> Project of the Year Article Continuing Education Focus Topic: Certification Event Coverage: Virtual Elevator Expo Management: Growing Your Business 	Special Section: Lift Milan	
November Editorial Deadline: Sept. 17, 2012 Advertising Deadline: Oct. 1, 2012	<ul style="list-style-type: none"> Project of the Year Article Focus Topic: Maintenance Event Coverage: NAESA International On Camera: A Pictorial Profile: Interview with Industry Insider 		<ul style="list-style-type: none"> LIFT - Italy
December Editorial Deadline: Oct. 15, 2012 Advertising Deadline: Nov. 1, 2012	<ul style="list-style-type: none"> Project of the Year Article Continuing Education Focus Topic: Escalators and Moving Walks Event Coverage: United 2012 	Special Section: Double Anniversary	

Details of this calendar may change without notice.

Editorial Content:

Elevator World encourages the industry to contribute. Our columns and departments include: Engineering, Technology, Readers' Platform, Project Spotlight, Manufacturers' Spotlight, Company Spotlight, Environmental Issues and Codes and Standards.

In every issue we offer: Editor's Overview, Re-Call-Backs, Industry News, History, Product Spotlight, Patents and Last Glance.

To contribute to ELEVATOR WORLD in 2012:

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