

2018 EDITORIAL CALENDAR

<p>January</p> <ul style="list-style-type: none"> ■ OPE's 2018 Industry Forecasts (Part I of II) ■ ARA Rental Show Preview ■ Keys to Successful Strategic Planning ■ SEO in 2018: Best Practices ■ Equipment & Technology Focus: Engines & Fuel Additives <p><i>Ad Close: 11/29/17 Materials Due: 12/1/17</i></p>	<p>February</p> <ul style="list-style-type: none"> ■ OPE's 2018 Industry Forecasts (Part II of II) ■ Knock-your-socks-off Customer Service ■ Your Website Is Your Key to Online Success ■ Equipment & Technology Focus: String Trimmers & Edgers <p><i>Ad Close: 12/25/17 Materials Due: 12/27/17</i></p>	<p>March</p> <ul style="list-style-type: none"> ■ Inventory Management Tips ■ How to Make the Pandemonium Go Away ■ Mastering Third-party Sales Channels ■ Equipment & Technology Focus: Hedge Trimmers & Brushcutters <p><i>Ad Close: 1/22 Materials Due: 1/25</i></p>
<p>April</p> <ul style="list-style-type: none"> ■ Mower Trends 2018 ■ National Hardware Show Preview ■ 2018 Digital Marketing Benchmarking Study ■ Equipment & Technology Focus: Wood Handlers (Chain Saws, Chippers, Log Splitters & Stump Grinders) <p><i>Ad Close: 2/27 Materials Due: 3/1</i></p>	<p>May</p> <ul style="list-style-type: none"> ■ Making Most of Millennial Movement ■ Leadership by "the book" ■ Online Advertising 101: Build Paid Campaigns that Drive ROI ■ Equipment & Technology Focus: Debris Handlers (Blowers, Sweepers, Vacuums) <p><i>Ad Close: 3/27 Materials Due: 3/29</i></p>	<p>June</p> <ul style="list-style-type: none"> ■ OPEI Initiatives Update ■ UTV Trends 2018 ■ How to Eliminate Team Dysfunction ■ Get Better Results with Email Marketing ■ EETC Annual Conference Recap ■ Equipment & Technology Focus: Generators & Pressure Washers <p><i>Ad Close: 4/26 Materials Due: 4/30</i></p>
<p>July</p> <ul style="list-style-type: none"> ■ OPE Dealer Mid-year Progress Report ■ Software & Website Services Survey ■ Social Media's New Rules — Pay to Play ■ spoga+gafa 2018 Show Preview ■ Equipment & Technology Focus: Turf Renovators (Aerators, Dethatchers, Seeders & Top Dressers) <p><i>Ad Close: 5/31 Materials Due: 6/4</i></p>	<p>August</p> <ul style="list-style-type: none"> ■ Equipment Trends 2018 ■ OPEI Annual Meeting Recap ■ The Digital Marketing Playbook in Action ■ Equipment & Technology Focus: Ground Breakers (Trenchers & Tillers) <p><i>Ad Close: 6/25 Materials Due: 6/27</i></p>	<p>September*</p> <ul style="list-style-type: none"> ■ GIE+EXPO 2018 Show Preview ■ A Diamond or a Dud? Learn Which Marketing Strategies Are Really Worth Your Time ■ Equipment & Technology Focus: Utility Task Vehicles <p><i>Ad Close: 8/2 Materials Due: 8/6</i></p>
<p>October*</p> <ul style="list-style-type: none"> ■ State-of-the-industry Dealer Survey ■ How to Coach Today's Multi-generation Workforce ■ Regain Your Balance: How Digital & Traditional Marketing Can Work Together ■ Equipment & Technology Focus: Walk-behind Mowers <p><i>Ad Close: 8/27 Materials Due: 8/29</i></p>	<p>November*</p> <ul style="list-style-type: none"> ■ 2018 Year in Review ■ How to Become the Employer of Choice ■ Measuring Success ■ Equipment & Technology Focus: Stand-on Mowers <p><i>Ad Close: 9/25 Materials Due: 9/27</i></p>	<p>December</p> <ul style="list-style-type: none"> ■ GIE+EXPO 2018 Show Recap ■ Why Employees Leave: Stop the Revolving Door ■ eCommerce Kickstarter ■ Equipment & Technology Focus: Riding Mowers <p><i>Ad Close: 10/30 Materials Due: 11/1</i></p>

Each issue of *OPE* also features columnists; the latest industry news and product news; financial news; and more.

***Bonus Distribution:** September and October (GIE+EXPO 2018, Oct. 17-19, Louisville, Ky.), as well as November (Irrigation Show, Dec. 3-7, Long Beach, Calif.).

Online Extras: Breaking Daily and Product News, *OPE* digital editions, *OPE*Extra weekly e-newsletter, and more.