

MEMBER CONNECT MAGAZINE EDITORIAL CALENDAR

This member-only print magazine provides direct marketing exposure to all Shop! members



Winter	Spring	Summer	Fall
Ad Closing: January 12	Ad Closing: April 13	Ad Closing: June 11	Ad Closing: August 31
Material Deadline: January 17	Material Deadline: April 16	Material Deadline: June 18	Material Deadline: September 5

- Highlights**
- **GlobalShop Member Events Preview**
 - **Revenue Survey Results**
 - **Components**
 - **IWF Preview**
 - **Machinery & Software**
 - **Shop!X Preview**
 - **Purchasing Forecast**

Bonus Distribution

		IWF	Shop!X West Coast POP Show
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MEMBER CONNECT READERS BY COMPANY TYPE



Organization Type	Percentage	# of Readers
Store Fixture Supplier	31.5%	1,938
Visual Supplier	15.4%	947
Service Supplier	15.2%	930
Manufacturer-Supplier	14.4%	887
Other	5.3%	328
Ad Agency	4.0%	249
Consultant	2.9%	179
Material Supplier	2.6%	161
Components Supplier	2.5%	155
News Media	1.6%	100
Design/Mfg School	1.4%	87
General Contractor	1.2%	72
Equipment Supplier	1.2%	71
Distributor	0.8%	49



3,450
copies mail
every issue