

OUTDOOR POWER EQUIPMENT

OPE

2015 EDITORIAL CALENDAR

	Feature	Feature	Feature	Equipment Focus	Ad Close	Materials Due
January	3 Ways to Revolutionize Your Dealership	Industry Forecasts (Part I)	Crafting an Easy-to-execute Video Marketing Strategy	Mower Parts, Attachments & Accessories	11/18	11/26
February	Profit Center Series (Part I): Sales	Industry Forecasts (Part II)	Pre-season Website Review: Is Your Website Ready for the Selling Season?	String Trimmers & Edgers	12/15	12/23
March	Profit Center Series (Part II): Parts	How to Take the Madness Out of March	Attracting On-the-go Mobile Shoppers	Hedge Trimmers & Brushcutters	1/14	1/22
April	Profit Center Series (Part III): Service	Millennial Marketing & Sales Strategies	Social Strategy for the Selling Season	Wood Handlers (Chain Saws, Log Splitters & Stump Grinders)	2/11	2/19
May	Mid-season Progress Report	Mid-season Adjustments	E-commerce Strategies That Sell	Debris Handlers (Blowers, Sweepers, Vacuums)	3/11	3/19
June	How to Hazard-proof Your Business	Ethanol Update	Attract Customers Online, Sell In-store; Proven Lead Generation Tactics	Portable Generators & Pressure Washers	4/14	4/22
July	Computer Technology Trends	How to Incentivize Your Employees	Newsletter Makeover: Does Your E-mail Marketing Deliver?	Turf Renovators (Aerators, Dethatchers, Seeders)	5/12	5/20
August	Equipment Trends	Getting to Know Your Competition	How to Get the Most Out of Positive Online Reviews	Shop Equipment, Tools & Supplies	6/10	6/18
September	GIE+EXPO 2015 Preview	Season in Review	Pay-Per-Click Primer: Are You Getting the Most Out of Your Online Ad Spend?	Ground Breakers (Trenchers & Tillers)	7/15	7/23
October	Change is Not a Dirty Word	Financing	Proven Digital Marketing Campaigns for the Holiday Season	Consumer Mowers	8/11	8/19
November	GIE+EXPO 2015 Recap (Part I)	Cash Flow Opportunities: Service Specials	More Than Keywords: SEO and Content Optimization	Commercial Walk-behind & Stand-on Mowers	9/16	9/24
December	GIE+EXPO 2015 Recap (Part II)	New Year's Resolutions	2016 Retail Digital Trend Watch	Commercial Riding Mowers	10/14	10/22

Bonus Distribution: September and October (GIE+EXPO 2015, Oct. 21-23, Louisville, Ky.)

Online Extras: **Breaking Daily and Product News, OPEXtra weekly e-newsletter, Green Media Podcasts and more**