

# 2024 Editorial Calendar

<p><b>JANUARY</b> Trends and Forecasts</p>	<p>In this issue, we cover industry trends and make forecasts for the coming year. What <b>big equipment</b> and <b>big ideas</b> will change the way timber harvesters and processors do business in 2024?</p>
<p><b>FEBRUARY</b> Trucking &amp; Trailers</p>	<p>Timber hauling is a tough job, and an essential link in the wood supply chain. In this issue, we highlight these essential workers in the industry. If you manufacture or sell <b>trucks, trailers</b>, or other trucking-related products, the February Trucking &amp; Trailers this issue is the place to be!</p>
<p><b>MARCH</b> Highlighting Women in the Industry</p>	<p>March is Women’s History Month. This issue celebrates the women in the industry who have chosen a career path in what has largely been a male-dominated industry in the past. As <b>50 percent of the national workforce</b>, we’d like to highlight successful women who can be an inspiration to others.</p>
<p><b>APRIL</b> The Loggers’ Expo</p>	<p>Our April issue focuses on our backyard: the timber industry of the Northeast. Forest industry professionals in the Northeast work in a special region with special concerns. We focus on what products, ideas, and insights they need to do the job right. This issue will be distributed to <b>thousands</b> at our annual <b>Loggers’ Expo in Essex Junction, Vermont!</b></p>
<p><b>MAY</b> Innovation and Technology</p>	<p>In May, we look at all the new <b>technology, equipment, and ideas</b> that make logging and timber processing what it is today. This issue will also be <b>distributed at the Loggers’ Expo</b> a great way for your company to be a part of the conversation about how we can innovate the forest products industry!</p>
<p><b>JUNE</b> Work Hard, Play Hard</p>	<p>This issue is all about <b>strengthening our forest sector community</b> by highlighting everyday heroes both on and off the job. We focus on the men and women who make the logging and timber processing industry what it is, telling stories that go beyond the workday and into the weekend.</p>
<p><b>JULY</b> Spotlight on Next-Generation Leaders</p>	<p>In July, we’ll <b>shine a spotlight on “young” up-and-coming leaders</b> in the industry from New England to the Lake States. We know that inspiring entrepreneurs, sawmill geniuses, extraordinary loggers, and visionary foresters are out there, and we want to let the forest products community know. Our goal is to generate enthusiasm and energy among younger generations for the industry and keep that flywheel turning!</p>
<p><b>AUGUST</b> Firewood and Diversification</p>	<p>August’s editorial focuses on the products, skills, and equipment that allow loggers and timber processors to stay agile in a changing economy. This issue is distributed at the annual New York State Woodsmen’s Field Days in Boonville, NY, which draws several thousand attendees each year.</p>
<p><b>SEPTEMBER</b> Lake States</p>	<p>In September, we travel to the <b>Great Lakes Logging &amp; Heavy Equipment Expo</b> with another big issue devoted to the Lakes States forest products industry. Everybody who’s anybody in the industry attends this show, and <i>The Northern Logger &amp; Timber Processor</i> is one of the first things they look for.</p>
<p><b>OCTOBER</b> Business Management</p>	<p>In our Business Management Issue, we talk about all the ins and outs of professionalism important to the forest sector, from accounting to marketing and more. This is one of our <b>most popular issues</b> of the year.</p>
<p><b>NOVEMBER</b> Education and Safety</p>	<p>These topics go hand in hand with logging operations, timber processing, and forestry. In this issue we cover <b>safety best practices, protective equipment, continuing education</b>, and more.</p>
<p><b>DECEMBER</b> Year in Review</p>	<p>This issue is a wrap up of the year, highlighting notable new markets and innovations and notable companies that were bought or sold. We’ll also include an essential reference guide to the industry in the Northeast and Lake States. Reserve your place in our <b>biggest issue of the year!</b></p>