

# 2010 Editorial Calendar

ISSUE	EDITORIAL FOCUS	MARKETING EXTRAS	SHOW DISTRIBUTION	CLOSING DATES
January	<b>Weapons/Optics/Accessories</b> <ul style="list-style-type: none"> <li>• Weapons, Ammunition &amp; Weapon Accessories</li> <li>• SHOT Show Product Preview</li> <li>• Wireless Communications</li> </ul> <b>Product Spotlight: SWAT Equipment &amp; Footwear Wireless Products</b>	<b>eNewsletter</b>  Polybag  Web Showcase: SHOT Show Products Wireless Products	<b>SHOT Show</b> January 19-22, 2010 Las Vegas, NV  <b>IWCE</b> March 10-12, 2010 Las Vegas, NV	Orders 12/15/09 Materials 12/17/09
February	<b>Buyer's Guide</b> <ul style="list-style-type: none"> <li>• Comprehensive Directory of Manufacturers, Distributors, Products &amp; Services</li> </ul>	Alpha Listing    Enhanced Logos Product Listing    Ad Locators  Bold Highlights		<b>Orders 1/12/10</b> <b>Materials 1/15/10</b>
March	<b>911 Centers &amp; Equipment / Software Solutions</b> <ul style="list-style-type: none"> <li>• Dispatch Products</li> <li>• Software</li> <li>• Wireless Accessories</li> </ul> <b>Product Spotlight: Public Safety Software</b>	Polybag  <b>eNewsletter</b>  Web Showcase: Public Safety Software	<b>Navigator Conference</b> April 28-30, 2010 Orlando, FL	Orders 2/12/10 Materials 2/16/10
April	<b>Officer Training</b> <ul style="list-style-type: none"> <li>• Less-Lethal</li> <li>• Low-Light Conditions</li> <li>• Simulators</li> </ul> <b>Product Spotlight: Body Armor/Shields</b>	Polybag  Web Showcase: Body Armor & Shields	<b>ILEETA</b> April 19-24, 2010 Wheeling/Chicago, IL  <b>Police Fleet Expo-West</b> May 12-14, 2010 Long Beach, CA	Orders 3/12/10 Materials 3/16/10
May	<b>Uniforms/Accessories/Equipment</b> <ul style="list-style-type: none"> <li>• Best Dressed Dept. of the Year</li> <li>• Outerwear/Rainwear</li> <li>• Gloves/Eyewear</li> </ul> <b>Product Spotlight: Thermal Imaging/Night Vision Equipment</b>	<b>eNewsletter</b>  Web Showcase: Thermal Imaging / Night Vision Equipment	<b>NAPED</b> June 6-10, 2010 San Diego, CA	Orders 4/13/10 Materials 4/15/10
June	<b>Investigations</b> <ul style="list-style-type: none"> <li>• Forensic Technology</li> <li>• Video Evidence</li> <li>• Preserve &amp; Process Evidence</li> </ul> <b>Product Spotlight: Mobile Video Solutions</b>	Polybag  Web Showcase: Mobile Video Solutions	<b>Police &amp; Security Expo</b> June 22-23, 2010 Atlantic City, NJ	Orders 5/12/10 Materials 5/14/10
July	<b>Communications</b> <ul style="list-style-type: none"> <li>• Interoperability &amp; Data Sharing</li> <li>• APCO Product Preview</li> <li>• International Report</li> </ul> <b>Product Spotlight: Land Mobile Radios &amp; Accessories</b>	Polybag  <b>eNewsletter</b>  Web Showcase: Land Mobile Radios & Accessories	<b>APCO</b> August 1-5, 2010 Houston, TX	Orders 6/11/10 Materials 6/15/10
August	<b>Mobile Patrol / Vehicle Accessories</b> <ul style="list-style-type: none"> <li>• Mobile Computing</li> <li>• Vehicle Design Contest</li> <li>• Police Fleet Expo Preview</li> </ul> <b>Product Spotlight: Rugged Laptops/Handhelds</b>	Polybag  Web Showcase: Rugged Laptops & Handhelds	<b>Police Fleet Expo</b> August 25-28, 2010 St. Louis, MO	Orders 7/13/10 Materials 7/15/10
September	<b>Homeland Security</b> <ul style="list-style-type: none"> <li>• Surveillance Technology &amp; Solutions</li> <li>• Disaster Management Tools/Resources</li> <li>• Mobile Command Vehicles</li> </ul> <b>Product Spotlight: Flashlights, Weapon Lights, Lasers, Sights</b>	<b>eNewsletter</b>  Web Showcase: Flashlights, Weapon Lights, Lasers, Sights	<b>COPS West</b> September 21-22, 2010 Ontario, CA	Orders 8/13/10 Materials 8/17/10
October	<b>IACP Show Issue</b> <ul style="list-style-type: none"> <li>• IACP Conference Highlights</li> <li>• Grant Guide</li> </ul> <b>Product Spotlight: IACP Product Preview</b>	Polybag  Web Showcase: IACP Product Preview	<b>IACP</b> October 23-27, 2010 Orlando, FL	Orders 9/14/10 Materials 9/16/10
November	<b>Emergency Response &amp; Operations</b> <ul style="list-style-type: none"> <li>• First Responders &amp; Technology</li> <li>• Temporary Command Communications Networks</li> <li>• Mobile Products</li> <li>• MSP Police Trials</li> </ul> <b>Product Spotlight: Mobile Command Vehicles</b>	<b>eNewsletter</b>  Web Showcase: Mobile Command Vehicles		Orders 10/12/10 Materials 10/14/10
December	<b>Special SWAT Issue</b> <ul style="list-style-type: none"> <li>• SWAT Team Specialty Products</li> <li>• Tactical Communications</li> </ul> <b>Product Spotlight: Microphones/Headsets</b>	Web Showcase: Microphones & Headsets		Orders 11/12/10 Materials 11/16/10