



2010 Editorial Calendar

Issue	Editorial Focus & Description	Marketing Extras	Show Distribution	Closing Dates
Jan/Feb	Upfitting Special Report: Vehicle Accessories	eNewsletter		Orders: 12/15/09 Materials: 12/19/09
Mar/Apr	Maintenance Special Report: <ul style="list-style-type: none"> • Cost Control • Police Fleet Expo-West Preview 	eNewsletter		Orders: 2/23/10 Materials: 2/27/10
May/Jun	Buyer's Guide Special Report: Purchasing	Polybag eNewsletter	Police Fleet Expo-West May 12-14, 2010 Long Beach, CA Police & Security Expo June 22-23, 2010 Atlantic City, NJ	Orders: 4/20/10 Materials: 4/24/10
Jul/Aug	New Vehicle Preview Police Fleet Expo Preview Special Report: Brake Tests	Polybag eNewsletter	Police Fleet Expo Aug. 25-28, 2010 St. Louis, MO	Orders: 6/22/10 Materials: 6/26/10
Sep/Oct	Non-Traditional & Green Vehicles Special Report: Special Service Vehicles	Polybag eNewsletter	Michigan State Police Testing Sept. 18-20, 2010 Lansing, MI IACP Oct. 23-27, 2010 Orlando, FL SEMA Nov. 2-5, 2010 Las Vegas, NV	Orders: 8/31/10 Materials: 9/4/10
Nov/Dec	Michigan State Police Vehicle Testing Special Report: <ul style="list-style-type: none"> • Vehicle Interiors • Police Vehicle Design Contest Winners 	eNewsletter		Orders: 10/26/10 Materials: 10/30/10