

# MEMBER CONNECT MAGAZINE EDITORIAL CALENDAR

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



February/March	April/May	June/July
Ad Closing: January 5 Material Deadline: January 12	Ad Closing: March 2 Material Deadline: March 12	Ad Closing: May 4 Material Deadline: May 12

- Highlights**
- **GlobalShop Member Events Preview**
  - **Spring Revenue Survey Results**
  - **Components**

**Bonus Distribution**

<b>GlobalShop</b> March 27-29		
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August/September	October/November	December/January
Ad Closing: July 5 Material Deadline: July 12	Ad Closing: August 31 Material Deadline: September 7	Ad Closing: November 1 Material Deadline: November 12

- Highlights**
- **Shop! 2019 Purchasing Forecast**
  - **Shop!X Preview**
  - **Shop!X Highlights**
  - **IWF Preview**
  - **Machinery & Software**

**Bonus Distribution**

<b>IWF</b> August 22-25	<b>Shop!X</b> 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