



# 2025 EDITORIAL CALENDAR

THE INDUSTRY'S MOST TRUSTED INFORMATION SOURCE SINCE 1962

	ISSUE THEMES	TURF + ORNAMENTAL	MOWING + MAINTENANCE	DESIGN BUILD + INSTALLATION	IRRIGATION + WATER MANAGEMENT	SNOW + ICE MANAGEMENT	AD CLOSE	MATERIALS DUE	MAIL DATE
JAN	<ul style="list-style-type: none"> <li>• <b>NEW 2025 State of the Industry</b></li> <li>• Keys to a successful year/business resolutions for 2025</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Tree care: Preparing for spring</b></li> <li>• Choosing ornamentals</li> <li>• Spreaders/sprayers</li> <li>• Turf School: Clover and ground ivy</li> </ul>	<ul style="list-style-type: none"> <li>• Ride-on mowers</li> <li>• Business software + apps</li> <li>• Pole saws</li> <li>• Insurance</li> </ul>	<ul style="list-style-type: none"> <li>• Utility vehicles</li> <li>• Attachment advances</li> <li>• Saws/blades</li> <li>• Business software</li> </ul>	<ul style="list-style-type: none"> <li>• Subsurface irrigation</li> <li>• Heads/rotors</li> <li>• Smart controllers</li> <li>• Trenchers</li> </ul>		DEC 11	DEC 18	JAN 21
FEB	<ul style="list-style-type: none"> <li>• LM Growth Summit success stories</li> </ul>	<ul style="list-style-type: none"> <li>• PGRs</li> <li>• Biologicals</li> <li>• Aerification tools</li> <li>• GPS tracking and maintenance scheduling</li> <li>• Turf School: Billbugs</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Electric/Robotics: Handheld equipment</b></li> <li>• Spring cleanup</li> <li>• Long-reach trimmers</li> <li>• Equipment maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Trenchers</li> <li>• Water features/fountains</li> <li>• Solid stone/pavers</li> <li>• Pool installations</li> </ul>	<ul style="list-style-type: none"> <li>• Effluent irrigation tips</li> <li>• Irrigation research</li> <li>• Water-saving case study</li> </ul>		JAN 13	JAN 21	FEB 18
MAR	<ul style="list-style-type: none"> <li>• Equipment Purchasing Guide 2025</li> <li>• <b>Signet Ad Study</b></li> </ul>	<ul style="list-style-type: none"> <li>• Working with distributors</li> <li>• Tanks/nozzles/hoses/reels</li> <li>• Sod webworms</li> <li>• Turf School: <i>Poa annua</i></li> <li>• Spotted Lanternfly</li> </ul>	<ul style="list-style-type: none"> <li>• Mulching; utility vehicles</li> <li>• Alternative fuels</li> <li>• Shrub care</li> <li>• Mobile apps for scheduling/tracking</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Focus on hardscapes: Natural stone choices</b></li> <li>• Tile</li> <li>• Compact excavators</li> <li>• Track loaders</li> </ul>	<ul style="list-style-type: none"> <li>• Spring irrigation tips</li> <li>• Drought-busting tools</li> <li>• Irrigation design software</li> </ul>		FEB 11	FEB 19	MAR 18
APR	<ul style="list-style-type: none"> <li>• <b>NEW Dealer and Distributor Guide</b></li> <li>• DB+I Success Stories</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Tree care: Cabling and bracing</b></li> <li>• GPS, AI and maintenance tracking</li> <li>• Shrubs</li> <li>• Turf School: Crabgrass/goosegrass</li> </ul>	<ul style="list-style-type: none"> <li>• Blowers</li> <li>• Truck/van accessories</li> <li>• Managing noise ordinances</li> <li>• Apparel</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Lighting: Emerging trends/technologies</b></li> <li>• Remote control options</li> <li>• Financial services</li> <li>• AI-powered design software</li> </ul>	<ul style="list-style-type: none"> <li>• Valves and pumps</li> <li>• Controllers</li> <li>• Tips for managing water restrictions</li> </ul>		MAR 5	MAR 12	APR 8
MAY	<ul style="list-style-type: none"> <li>• <b>NEW Cutting-edge hardscapes</b></li> </ul>	<ul style="list-style-type: none"> <li>• Tips for heat-stressed lawns</li> <li>• Maintenance tracking</li> <li>• Ground cover</li> <li>• Turf School: Summer weeds</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Electric/robotics: Electric mower maintenance</b></li> <li>• Zero-turn mowers</li> <li>• Working with strong dealers</li> </ul>	<ul style="list-style-type: none"> <li>• Ponds and pond aerators</li> <li>• Brick</li> <li>• Tires and tracks</li> <li>• Saws and blades</li> </ul>	<ul style="list-style-type: none"> <li>• Irrigation maintenance safety</li> <li>• Water conservation tips</li> <li>• Drought-tolerant turfgrass</li> </ul>	<ul style="list-style-type: none"> <li>• Insurance coverage for snow services</li> </ul>	APR 14	APR 22	MAY 20
JUN	<ul style="list-style-type: none"> <li>• 2025 LM150 Issue</li> <li>• <b>NEW Business Software Guide</b></li> </ul>	<ul style="list-style-type: none"> <li>• Spreaders</li> <li>• Apparel</li> <li>• Controlled release/enhanced efficiency fertilizers</li> <li>• Turf School: Nutsedge</li> </ul>	<ul style="list-style-type: none"> <li>• Walk-behind mowers</li> <li>• Engine health</li> <li>• Stump grinding/removal</li> <li>• Holiday lighting</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Focus on hardscapes: Pavers</b></li> <li>• Skid-steers</li> <li>• Augers and drills</li> <li>• Trucks, vans and accessories</li> </ul>	<ul style="list-style-type: none"> <li>• Nozzles and heads</li> <li>• Wi-Fi tools</li> <li>• Smart Irrigation Month</li> </ul>	<ul style="list-style-type: none"> <li>• Rock salt spreaders</li> </ul>	MAY 6	MAY 13	JUN 10

	ISSUE THEMES	TURF + ORNAMENTAL	MOWING + MAINTENANCE	DESIGN BUILD + INSTALLATION	IRRIGATION + WATER MANAGEMENT	SNOW + ICE MANAGEMENT	AD CLOSE	MATERIALS DUE	MAIL DATE
JUL	<ul style="list-style-type: none"> <li>• <b>NEW Mergers and acquisitions</b></li> <li>• Irrigation and water management</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Tree care: Insect and disease management</b></li> <li>• Dealing with drought</li> <li>• <i>Pythium</i> blight</li> <li>• Turf School: Summer patch, brown patch and large patch</li> </ul>	<ul style="list-style-type: none"> <li>• Chain saws</li> <li>• Trailer organization</li> <li>• Mower cleaning tools</li> <li>• Heat safety</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Lighting: Sales strategies for lighting services</b></li> <li>• Stone and aggregates</li> <li>• GPS tracking and maintenance scheduling</li> <li>• Insurance</li> </ul>	<ul style="list-style-type: none"> <li>• Smart controller technology</li> <li>• Route scheduling</li> <li>• Water management success stories</li> </ul>	<ul style="list-style-type: none"> <li>• Snow removal tools</li> </ul>	JUN 6	JUN 13	JUL 15
AUG	<ul style="list-style-type: none"> <li>• Innovation + Technology Guide 2025</li> <li>• <b>NEW The LM Fast 50: The Industry's Fastest Growing Companies</b></li> <li>• <b>Signet Ad Study</b></li> </ul>	<ul style="list-style-type: none"> <li>• Fertilizer combos; turfgrass seed</li> <li>• Turf School: Grubs</li> <li>• Mobile apps for plant and disease identification</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Electric/Robotics: EV truck/van fleets</b></li> <li>• Fall cleanup tips</li> <li>• Stand-on and riding mowers</li> </ul>	<ul style="list-style-type: none"> <li>• Design/build pricing tips: Design software</li> <li>• Apparel</li> <li>• Handheld equipment</li> </ul>	<ul style="list-style-type: none"> <li>• System blow-out tips</li> <li>• Safety gear; trenchers</li> <li>• Water feature lighting</li> </ul>	<ul style="list-style-type: none"> <li>• Financial services for snow removal</li> </ul>	JUN 30	JUL 9	AUG 5
SEP	<ul style="list-style-type: none"> <li>• Equip Expo/HNA 2025 Preview</li> <li>• Early Order Program Guide 2025</li> </ul>	<ul style="list-style-type: none"> <li>• Fall armyworm</li> <li>• Overseeding</li> <li>• Walk-behind spreaders</li> <li>• Turf School: Aerification</li> </ul>	<ul style="list-style-type: none"> <li>• Alternative fuels</li> <li>• Equipment maintenance</li> <li>• Safety gear</li> <li>• Tires</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Focus on hardscapes: Edging</b></li> <li>• Pond and water feature winterization</li> <li>• Design trends</li> <li>• Equipment rental</li> </ul>	<ul style="list-style-type: none"> <li>• Drip irrigation</li> <li>• GPS tracking and maintenance scheduling</li> <li>• Apparel</li> </ul>	<ul style="list-style-type: none"> <li>• Weather apps for snow</li> </ul>	JUL 29	AUG 5	SEP 2
OCT	<ul style="list-style-type: none"> <li>• Equip Expo/HNA 2025 Show Issue</li> </ul>	<ul style="list-style-type: none"> <li>• Mulching</li> <li>• Financial services</li> <li>• Turf School: Foxtail, knot wood, purslane and spurge</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Tree care: Pruning</b></li> <li>• Communication equipment</li> <li>• Winterization tips</li> <li>• Scheduling software</li> <li>• Holiday lighting</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Lighting: Eco-friendly/energy-efficient options</b></li> <li>• UTV attachment</li> <li>• Pool installations</li> </ul>	<ul style="list-style-type: none"> <li>• Rain/freeze sensors</li> <li>• Site prep</li> <li>• Winterizing water lines</li> </ul>		SEP 3	SEP 10	OCT 7
NOV	<ul style="list-style-type: none"> <li>• Celebrating employee excellence/innovation</li> <li>• What to see at Elevate 2025</li> </ul>	<ul style="list-style-type: none"> <li>• Biologicals/organics; franchising</li> <li>• Applicator safety</li> <li>• Turf School: Preventative weed treatments</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Electric/Robotics: Zero-turn mowers</b></li> <li>• Fleet management software</li> <li>• Power/engines</li> <li>• Chain saw safety</li> </ul>	<ul style="list-style-type: none"> <li>• Compact tractors</li> <li>• Safety equipment</li> <li>• Equipment financing</li> </ul>	<ul style="list-style-type: none"> <li>• Irrigation Show preview</li> <li>• Drought-mitigation tips</li> <li>• Valves and pumps</li> </ul>	<ul style="list-style-type: none"> <li>• Snow removal safety</li> </ul>	OCT 1	OCT 8	NOV 4
DEC	<ul style="list-style-type: none"> <li>• Pro's Toolbox: The favorite products of 2025</li> <li>• Battery-powered equipment guide</li> <li>• Irrigation Show Issue</li> </ul>	<ul style="list-style-type: none"> <li>• Snow mold</li> <li>• Soil health</li> <li>• Benefits of biochar</li> <li>• Turf School: Emerging pests/weeds</li> </ul>	<ul style="list-style-type: none"> <li>• Emerging mower trends</li> <li>• Edgers and trimmers</li> <li>• Optimizing the off season</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NEW Focus on hardscapes: Efficient construction tips</b></li> <li>• Emerging lighting trends</li> <li>• Software reporting/analytics tools</li> </ul>	<ul style="list-style-type: none"> <li>• Emerging irrigation trends</li> <li>• Truck organization</li> <li>• Selling smart irrigation to end-users</li> </ul>		NOV 3	NOV 10	DEC 9



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