



2027 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/ OPERATIONS	ONLINE EXCLUSIVES	AD CLOSE	MATERIALS DUE	MAIL DATE
JAN	2027 State of the Industry	- Turf School: Surviving winter dormancy - T+O Trends in 2027 - Tree care: Preparing for spring	- M+M trends in 2027 - Business software + apps - Ride-on mowers	- DB+I trends in 2027 - Retaining walls and hardscapes - Compact equipment attachments	- I+WM trends in 2027 - Subsurface irrigation - Installation safety tips	S+IM: Recruiting and retaining snow staff	LM's Crystal Ball: Contractor Predictions for 2027	DEC 4	DEC 11	JAN 20
FEB	LM Growth Summit success stories	- Turf School: Lessons from the LM Growth Summit - Aerification tools - Mosquito control	- Hand-held equipment maintenance - Spring equipment startup tips - Pole saws and trimmers	- Trenches, augers and drills - Solid stone/pavers - Diving into pool installations	- Water-saving case study - Managing effluent irrigation - Software innovation	S+IM: Top weather apps for snow/ice	Lessons learned from GROW! 2027	JAN 12	JAN 20	FEB 17
MAR	Mower and Turf Equipment Innovations	- Turf School: <i>Poa annua</i> - Tanks/nozzles/hoses/reels - Accessories for trucks, vans	- Advances in utility vehicles - Mulching - Shop organization tips	- Trends in retaining walls, stairs, columns - Outdoor kitchens - Track loaders	- Rainwater harvesting - Irrigation design software - Water conservation tips	S+IM: End-of-season planning and preparations	Autonomous mowing ROI	FEB 10	FEB 18	MAR 17
APR	- NEW Dealer/Distributor Guide - Landscape and Lawn Care Franchises	- Turf School: Fire ants - Sustainable plant selections - Shrub care	- Safety apparel - Blowers: Gas vs. electric - Alternative fuels	- Financial services for outdoor living - Pool enhancements - Remote control innovations	- Irrigation retrofits - Managing water restrictions - Valves and pumps	Ops: 2027 labor/wage forecasts	Getting the most from your dealer/distributor	MAR 10	MAR 17	APR 14
MAY	- Compact Equipment Innovations - Design/Build Success Stories	- Turf School: Summer/brown patch - Ground cover - Soil health and biochar	- Electric/robotics: Battery chargers - Zero-turn mowers - Recruiting and retention success stories	- Tires and tracks - Ponds and pond aerators - Saws and blades	- Irrigation maintenance safety - Drought-tolerant turfgrass - Water efficiency as a selling point	Ops: Referral program best practices	Compact equipment coming attractions	APR 15	APR 22	MAY 19
JUN	2027 LM150 Issue 2027 Business Software Guide	- Turf School: Spotted lanternfly - Ride-on spreaders/sprayers - Organic turf management	- Engine health best practices - Walk-behind mowers - Autonomous GPS/RTK innovation	- Skid-steer, track loader attachments - Trends in pavers - Trucks, vans and accessories	- Nozzles and heads - Irrigation maintenance safety - Route scheduling tools	Ops: Cybersecurity basics	LM150: Organic growth case studies	MAY 12	MAY 19	JUN 16

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JUL	• Robotic/ Autonomous Equipment • Mergers and Acquisitions	• Turf School: Dallisgrass • Tree care: Insect and disease management • Turfgrass breeding advances	• Heat safety • Chainsaws • Trailer organization	• Lighting sales strategies • GPS tracking and scheduling • Stone and aggregates	• 2027 Smart Irrigation Month • Labor-saving irrigation strategies • Water management success stories	• Ops: Managing mid-season staff turnover	• LM150: Private equity case studies	JUN 8	JUN 15	JUL 14
AUG	• NEW LM's Rising Stars: 40-under-40 • Signet Ad Study	• Turf School: Grubs • Landscaping in high-risk areas • Fertilizer combos	• Electric/robotics: Battery advances • Fall cleanup equipment prep • Cleaning and maintenance best practices	• AI and design software • Pros and cons of renting equipment • Sound systems	• Water-feature lighting advances • System blow-out best practices • Seasonal services (fall/spring checkups)	• Ops: Sales strategies for enhancements	• Leadership lessons from LM's Rising Stars	JUL 8	JUL 15	AUG 11
SEP	• 2027 Equip Expo Education Preview • 2027 Early Order Program Guide	• Turf School: Nutsedge • Overseeding best practices • Walk-behind spreaders	• Preventative maintenance best practices • Safety apparel • Late-season crew scheduling tips	• Wellness-focused outdoor spaces • Equipment rental • Hardscape design trends	• Drip irrigation • Extreme weather readiness • Tracking and scheduling tools	• Ops: Client-retention success stories	• Equip Exposition: Getting the most out of your first-time experience	AUG 4	AUG 11	SEP 8
OCT	• 2027 Equip Expo/ HNA Showstoppers • NEW AI + Technology Guide	• Turf School: Gray leaf spot • Mulching • Tree care: Pruning best practices	• Scheduling software • Winterization best practices • Fleet communication technology	• Utility vehicle advances • Energy-efficient lighting options • Remote-control equipment options	• Rain/freeze sensors • Regulatory mandates and rebate programs • Site prep best practices	• Ops: Top tech to consider for 2027	• Equip Exposition: A Louisville visitor's guide	SEP 1	SEP 11	OCT 6
NOV	• 2027 Elevate Preview • Irrigation and Water Management Innovations	• Turf School: Chinch bugs • Ornamental bed winterization • Wildlife-resistant plantings	• Chainsaw safety • Fleet management software • Electric/robotics: Crew training	• Compact equipment financing • Labor-saving construction best practices • Off-season design best practices	• 2027 Irrigation Show preview • Smart irrigation sales strategies • Off-season irrigation training	• S+IM: 2027 salt supply forecast	• The value of adding irrigation services	SEP 30	OCT 7	NOV 3
DEC	• Pro's Toolbox: Favorite Products of 2027 • 2027 Battery-Powered Equipment Guide	• Turf School: Dormant seeding • The benefits of soil testing • Cold stress protection, prevention	• Preparing equipment for spring • Edgers and trimmers • High-tech equipment upgrades	• Permeable pavers and rain gardens • Software reporting and analytics • Hand-held tools and equipment	• Truck and parts organization • Trencher innovations • Route scheduling best practices	• S+IM: Snow/ice safety best practices	• LM's 2027 year in review	OCT 26	NOV 2	DEC 1



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