

CONTENT CALENDAR 2025

KEY TOPICS: **ADDITIVES**, **RESINS**, **PIGMENTS**, **EQUIPMENT**, **SUSTAINABILITY/BIO-BASED**

		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
eMag, Website, Social Media		Industrial Coatings, Resin Developments, Sustainability	Waterborne Technology, Additives, Equipment	PFAS Replacements, Architectural Coatings, Pigment Technology	Special Purpose Coatings, Low-VOC Technology, Resins	Additives, Bio-Based Technology, Automotive Coatings	Architectural Coatings, Pigments/Colorants, Equipment
Special Issues			Print Showcase Issue (Distributed at industry events throughout the year.)				Coatings Supplier Handbook (Second deployment in August)
Shows/Conferences		The Coatings Summit	The Waterborne Symposium	European Coatings Show	Coatings Tech Conference	SSCT Annual Meeting Eastern Coatings Show RadTech 2025	Great Lakes Coatings Conference
Newsletters	Insider News - weekly	Typical topics include industry news, market reports, company news, new technologies, and featured columns and articles					
	PCInnovations - monthly	Digitalization and AI	Resin Technology	Industrial Coatings	Additives	Low-VOC Coatings	UV/EB Technology
	Finishing Today - monthly	Typical topics include pretreatment, abrasive blasting, refinishing, coatings case histories, paint processes, surface finishing, color trends, DIY and contractor news, etc.					
Coat It! Podcast		Materials of Concern	Technology for Marine Coatings	Digitalization/AI	Advances in Finishing	Coating Film Technology	Spring Show Wrap Up
Editorial Webinars					Coatings and Adhesives for Electric Vehicles		
Online Directories						Raw Material Directory	
Special Marketing Packages		Branding and Integrated Packages get Bonus Podcast	Branding and Integrated Packages get Bonus Podcast	European Coatings Show Packages		Eastern Coatings Show and RadTech Packages	

Material deadlines: The submission deadline for many (but not all) ad products is the 15th of the month prior. Our production manager will confirm the specs and deadlines with you once your order is placed.

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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
eMag, Website, Social Media	Voices From the Top, and the Global Top 10 and PCI 25 rankings	Industrial Coatings, Binders, Sustainability	Additive Advancements, Pigments/Colorants, Wood Coatings	Chemical Distribution, Powder Coatings, Equipment	Emerging Technology, Bio-Based Coatings, DTM Coatings	Architectural Coatings, Mass Balance Approach, UV/EB Technology	
Special Issues	Voices from the Top eBook <i>(Second deployment in September)</i>			Distributor Focus		CASE eBook <i>(Second deployment in Feb. 2026)</i>	
Shows/Conferences			Coatings Trends & Technologies Summit	Western Coatings Show			
Newsletters	Insider News - weekly	Typical topics include industry news, market reports, company news, new technologies, and featured columns and articles					
	PCInnovations - monthly	Equipment	Corrosion Control	Special Purpose Coatings	Sustainability	Additives	Pigments/Colorants
	Finishing Today - monthly	Typical topics include pretreatment, abrasive blasting, refinishing, coatings case histories, paint processes, surface finishing, color trends, DIY and contractor news, etc.					
Coat It! Podcast	Global Top 10/ PCI 25 Insights	Regulatory Update	The TiO ₂ Market	Color Trends	Fall Show Wrap Up	Mergers and Acquisitions	
Editorial Webinars				Paint Film Technology			
Online Directories		Equipment Directory				Buyers' Guide	
Special Marketing Packages	2 for 1 Ad Package	CTT Summit Show Packages		WCS Show Packages; and Distributor 2 for 1 Ad Package		CASE eBook Sponsor Package	

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