

SNIPS Editorial Calendar

	JANUARY Ad Close: 11/25/20 Materials Due: 12/4/20	FEBRUARY Ad Close: 1/4/21 Materials Due: 1/8/21	MARCH Ad Close: 2/2/21 Materials Due: 2/5/21	APRIL Ad Close: 3/2/21 Materials Due: 3/5/21	MAY Ad Close: 4/2/21 Materials Due: 4/6/21	JUNE Ad Close: 5/1/21 Materials Due: 5/6/21
Issue Topic	AHR Expo + How-To Guide	Residential Duct Service + HVAC Units	Indoor Air Quality + Airflow	Distributor Focus	Sheet Metal Machinery	Installation + Duct Fabrication
Article Topics	Editor's choice of the most anticipated sheet metal tools and HVAC solutions of the year with a special preview of products from our favorite AHR Expo exhibitors.	Heating and cooling services, systems and units for residential HVAC contracting.	All about air: duct cleaning/antimicrobial coatings, sealants and adhesives, test kits, and duct sizing and other essential air calculations.	Customer service and longtime relationships for sheet metal, duct fabrication equipment and HVAC supply distributorships between manufacturers.	Understanding the metal forming machinery you need to maximize shop efficiency, from ductwork fabrication, bending and changing.	The ins and outs of HVAC ductwork installation and the tools and strategies you need to build a seamless workflow from start to hanging duct.
Sponsored Podcasts	Contractor of the Year	HVACR Techs	IAQ		Prefabrication	

	JULY Ad Close: 6/1/21 Materials Due: 6/7/21	AUGUST Ad Close: 7/2/21 Materials Due: 7/6/21	SEPTEMBER Ad Close: 8/2/21 Materials Due: 8/6/21	OCTOBER Ad Close: 9/2/21 Materials Due: 9/6/21	NOVEMBER Ad Close: 10/1/21 Materials Due: 10/7/21	DECEMBER Ad Close: 11/2/21 Materials Due: 11/8/21
Issue Topic	HVAC Organizations & Associations	Apprenticeship Toolbox + Buyers Guide	Tech Talk + Industry Innovations	Sheet Metal Worker Recruitment + Retention	Safety Toolkit + Shop Layout	Contractor of the Year + State of the Industry
Article Topics	An industry-wide update and guide to HVAC organizations and associations.	The tools and machinery a modern sheet metal apprentice employs to succeed in the trades, featuring a comprehensive listing of original equipment manufacturers and wholesale distributors and the tools they produce for HVAC solutions.	The most cutting-edge technology (IoT, virtual reality, CAM/BIM) and innovations in the sheet metal industry with a focus on applications and software.	Developing your sheet metal career and workforce with continuing education initiatives, shop certifications and other initiatives to attract the next generation of workers.	An update on how to incorporate various safety protocols into construction projects and business operations, featuring top safety-rated tools and equipment for fabrication work.	SNIPS, with input from a panel of industry experts, names our annual Contractor of the Year, featuring a research-based forecast and forum on the most pressing issues facing the HVAC industry
Sponsored Podcasts	Industry Update	Sheet Metal Tools		Recruitment + Retention	Architectural Sheet Metal	Distributor Focus
Special Show Issues				SMACNA Special Edition		HARDI