







Editorial Calendar January-June 2012

ISSUE	JANUARY Closing: 12/5/11 Materials: 12/9/11	FEBRUARY Closing: 1/5/12 Materials: 1/9/12	MARCH Closing: 2/3/12 Materials: 2/8/12	APRIL Closing: 3/5/12 Materials: 3/8/12	MAY Closing: 4/5/12 Materials: 4/10/12	JUNE Closing: 5/4/12 Materials: 5/10/12
COVER STORY	Structural Engineer Profile	Structural Engineer Profile	Structural Engineer Profile	Structural Engineer Profile	STRUCTURALSOURCE Buyers Guide in print Including: • Products & Services • Events Calendar • Associations List • Online Education • Firm Twitter Guide • Service Opportunities • Supplier Contact Info	Structural Engineer Profile
PRIMARY FEATURE	BIM Special Report	Modern Education Building	Renovation/Reuse	Modern Healthcare Facilities		Contemporary Bridge Design
COLUMNS	<ul style="list-style-type: none"> • Tech/Software • Seismic Zone • Legal Council Q&A • Structural Engineer & Architect • The View From Here • Structural History 	<ul style="list-style-type: none"> • Code Simple • Seismic Zone • Ethics • Sustainable Design • The View From Here • Structural History 	<ul style="list-style-type: none"> • Tech/Software • Seismic Zone • Legal Council/Q&A • Structural Engineer & Architect • The View From Here • Structural History 	<ul style="list-style-type: none"> • Code Simple • Seismic Zone • Ethics • Sustainable Design • The View From Here • Structural History 		<ul style="list-style-type: none"> • Code Simple • Seismic Zone • Ethics • Sustainable Design • The View From Here • Structural History
SPECIAL FEATURE	2011 CEO Outlook	Roofing Innovations Pinnacle Awards	BIM and interoperability Rising Stars Awards	Steel Building Solutions		Compensation Survey
TECHNICAL FEATURE	Codes: Exterior Walls	Software	Codes ASCE-7	Software BIM	State of the Industry	Software
MATERIALS FEATURE	Concrete	Wood	Steel	Wood		Steel
CASE STUDY	MF Turn: Retaining Walls	Success Stories	MF Turn: Concrete	Success Stories		Success Stories
SPEC GUIDE	Framing Systems	Concrete	Software (PM and Business Management)	Retaining Walls	New Approvals (ICC-ES, etc.)	Software (Bridge)
EVENT PREVIEW FEATURE	<ul style="list-style-type: none"> • World of Concrete 2011 	<ul style="list-style-type: none"> • International Roofing Expo 	<ul style="list-style-type: none"> • ACEC Annual Convention 	<ul style="list-style-type: none"> • AEC Technology Strategies • NASCC: The Steel Conference 	<ul style="list-style-type: none"> • Best Firms To Work For 	
				<ul style="list-style-type: none"> • AEC Technology Strategies 		
EVENT BONUS DISTRIBUTION	<ul style="list-style-type: none"> • World of Concrete 2011 			<ul style="list-style-type: none"> • AEC Technology Strategies • NASCC: The Steel Conference 		
CONTINUING EDUCATION	<p>Sponsored Professional Development/Continuing Education opportunities are available each month in print and online. Contact your sales representative for details.</p> <p> ZweigWhite is registered with the AIA Continuing Education System and Florida Board of Professional Engineers.</p>					

Current as of 11/11

Note: editorial calendar and event schedule are subject to change.

Editorial Calendar July-December 2012

ISSUE	JULY* Closing: 6/4/12 Materials: 6/8/12	AUGUST Closing: 7/5/12 Materials: 7/9/12	SEPTEMBER Closing: 8/3/12 Materials: 8/6/12	OCTOBER Closing: 9/4/12 Materials: 9/7/12	NOVEMBER Closing: 10/5/12 Materials: 10/10/12	DECEMBER Closing: 11/5/12 Materials: 11/8/12
COVER STORY	Structural Engineer Profile	Structural Engineer Profile	Structural Engineer Profile	Structural Engineer Profile	Structural Engineer Profile	Structural Engineer Profile
PRIMARY FEATURE	Office/Mixed-use	Best Firms To Work For	Build it Green	Performing Arts/Sports Facility	Multi-use Residential	Gov/Public Facility
COLUMNS	<ul style="list-style-type: none"> Tech/Software Seismic Zone Legal Council/Q&A Structural Engineer & Architect The View From Here Structural History 	<ul style="list-style-type: none"> Code Simple Seismic Zone Ethics Sustainable Design The View From Here Structural History 	<ul style="list-style-type: none"> Tech/Software Seismic Zone Legal Council/Q&A Structural Engineer & Architect The View From Here Structural History 	<ul style="list-style-type: none"> Code Simple Seismic Zone Ethics Sustainable Design The View From Here Structural History 	<ul style="list-style-type: none"> Tech/Software Seismic Zone Legal Council/Q&A Structural Engineer & Architect The View From Here Structural History 	<ul style="list-style-type: none"> Code Simple Seismic Zone Ethics Sustainable Design The View From Here Structural History
SPECIAL FEATURE	Top SE Firms	Concrete Building Solutions	BIM, IPD, and the Cloud	Modern Bridge Design	Wood Building Solutions	SE Power List
TECHNICAL FEATURE	Codes IBC	Software IPD	Sustainable Design	Software BIM	Codes IBC Update	Software
MATERIALS FEATURE	Concrete	Wood	Concrete	Steel	Concrete	Steel
CASE STUDY	MF Turn: Steel	Success Stories	MF Turn: Software	Success Stories	MF Turn: Foundation	Success Stories
SPEC GUIDE	Foundations Systems	Steel	Wood	Classing Systems	Software (Design)	New Approvals (ICC-ES, etc)
EVENT PREVIEW FEATURE	<ul style="list-style-type: none"> Government Infrastructure 	<ul style="list-style-type: none"> Hot Firms Conference 	<ul style="list-style-type: none"> Construct 2012 	<ul style="list-style-type: none"> ACI Fall Convention 		
	<ul style="list-style-type: none"> Best Firms to Work For Summit 			<ul style="list-style-type: none"> Hot Firms Conference 		<ul style="list-style-type: none"> Mergers & Acquisitions Summit
EVENT BONUS DISTRIBUTION	<ul style="list-style-type: none"> Best Firms to Work For Summit 			<ul style="list-style-type: none"> Hot Firms Conference 	<ul style="list-style-type: none"> Bridges: Design, Construction, & Retrofitting 	<ul style="list-style-type: none"> Mergers & Acquisitions Summit
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