



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

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JUL	<ul style="list-style-type: none"> • NEW Mergers and acquisitions • Irrigation and water management 	<ul style="list-style-type: none"> • NEW Tree care: Insect and disease management • Dealing with drought • <i>Pythium</i> blight • Turf School: Summer patch, brown patch and large patch 	<ul style="list-style-type: none"> • Chain saws • Trailer organization • Mower cleaning tools • Heat safety 	<ul style="list-style-type: none"> • NEW Lighting: Sales strategies for lighting services • Stone and aggregates • GPS tracking and maintenance scheduling • Insurance 	<ul style="list-style-type: none"> • Smart controller technology • Route scheduling • Water management success stories 	<ul style="list-style-type: none"> • Snow removal tools 	JUN 6	JUN 13	JUL 15
AUG	<ul style="list-style-type: none"> • Innovation + Technology Guide 2025 • NEW The LM Fast 50: The Industry's Fastest Growing Companies • Signet Ad Study 	<ul style="list-style-type: none"> • Fertilizer combos; turfgrass seed • Turf School: Grubs • Mobile apps for plant and disease identification 	<ul style="list-style-type: none"> • NEW Electric/Robotics: EV truck/van fleets • Fall cleanup tips • Stand-on and riding mowers 	<ul style="list-style-type: none"> • Design/build pricing tips: Design software • Apparel • Handheld equipment 	<ul style="list-style-type: none"> • System blow-out tips • Safety gear; trenchers • Water feature lighting 	<ul style="list-style-type: none"> • Financial services for snow removal 	JUN 30	JUL 9	AUG 5
SEP	<ul style="list-style-type: none"> • Equip Expo/HNA 2025 Preview • Early Order Program Guide 2025 	<ul style="list-style-type: none"> • Fall armyworm • Overseeding • Walk-behind spreaders • Turf School: Aerification 	<ul style="list-style-type: none"> • Alternative fuels • Equipment maintenance • Safety gear • Tires 	<ul style="list-style-type: none"> • NEW Focus on hardscapes: Edging • Pond and water feature winterization • Design trends • Equipment rental 	<ul style="list-style-type: none"> • Drip irrigation • GPS tracking and maintenance scheduling • Apparel 	<ul style="list-style-type: none"> • Weather apps for snow 	AUG 5	AUG 12	SEP 9
OCT	<ul style="list-style-type: none"> • Equip Expo/HNA 2025 Show Issue 	<ul style="list-style-type: none"> • Mulching • Financial services • Turf School: Foxtail, knot wood, purslane and spurge 	<ul style="list-style-type: none"> • NEW Tree care: Pruning • Communication equipment • Winterization tips • Scheduling software • Holiday lighting 	<ul style="list-style-type: none"> • NEW Lighting: Eco-friendly/energy-efficient options • UTV attachment • Pool installations 	<ul style="list-style-type: none"> • Rain/freeze sensors • Site prep • Winterizing water lines 		SEP 3	SEP 10	OCT 7
NOV	<ul style="list-style-type: none"> • Celebrating employee excellence/innovation • What to see at Elevate 2025 	<ul style="list-style-type: none"> • Biologicals/organics; franchising • Applicator safety • Turf School: Preventative weed treatments 	<ul style="list-style-type: none"> • NEW Electric/Robotics: Zero-turn mowers • Fleet management software • Power/engines • Chain saw safety 	<ul style="list-style-type: none"> • Compact tractors • Safety equipment • Equipment financing 	<ul style="list-style-type: none"> • Irrigation Show preview • Drought-mitigation tips • Valves and pumps 	<ul style="list-style-type: none"> • Snow removal safety 	OCT 1	OCT 8	NOV 4
DEC	<ul style="list-style-type: none"> • Pro's Toolbox: The favorite products of 2025 • Battery-powered equipment guide • Irrigation Show Issue 	<ul style="list-style-type: none"> • Snow mold • Soil health • Benefits of biochar • Turf School: Emerging pests/weeds 	<ul style="list-style-type: none"> • Emerging mower trends • Edgers and trimmers • Optimizing the off season 	<ul style="list-style-type: none"> • NEW Focus on hardscapes: Efficient construction tips • Emerging lighting trends • Software reporting/analytics tools 	<ul style="list-style-type: none"> • Emerging irrigation trends • Truck organization • Selling smart irrigation to end-users 		NOV 3	NOV 10	DEC 9

EDITORIAL



SETH JONES
Editorial Director
sjones@northcoastmedia.net
785-542-2627



SCOTT HOLLISTER
Editor-in-Chief
shollister@northcoastmedia.net
216-675-6013



KEVIN STOLTMAN
NCM President & CEO
kstoltman@northcoastmedia.net
216-706-3740



BILL RODDY
Group Director
broddy@northcoastmedia.net
216-706-3758



NATHAN MADER
Associate Editor
nmader@northcoastmedia.net
216-675-6012



PAYTON SZYMCAK
Digital Media Specialist
pszymczak@northcoastmedia.net
216-675-6009



CRAIG MACGREGOR
Brand Manager
cmacgregor@northcoastmedia.net
216-706-3787



NADER HASSEN
Account Executive
nhassen@northcoastmedia.net
216-363-7932



COURTNEY TOWNSEND
Creative Director
ctownsend@northcoastmedia.net
216-363-7931



TRACIE MARTINEZ
Art Director
tmartinez@northcoastmedia.net
216-280-6127



TOD MCCLOSKEY
Custom Media Sales Director
tmccloskey@northcoastmedia.net
216-363-7921



KAREN LENZEN
Manager, Production Services
klenzen@northcoastmedia.net
216-978-3144

BUSINESS

CONTRIBUTORS

KEN THOMAS
Envisor Consulting
Business/Leadership

BEN GANDY
Envisor Consulting
Business/Leadership

JASON NEW
McFarlin Stanford
Business/Leadership

PHIL HARWOOD
Tamarisk Business Advisors
Business/Leadership

JEFFREY SCOTT
Jeffrey Scott Consulting
Business/Leadership

GREG HERRING
The Herring Group
Business/Finance

MARTY GRUNDER
The Grow Group
Business/Leadership

JEFF KORHAN
True Nature Marketing
Communications/Marketing

BOB MANN
National Association of Landscape Professionals
Government Affairs



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