

NFPA Journal® Integrated Media Planning Calendar

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Issue	Advertising Close	Materials Close	Featured Editorial	Webinar	What's Hot Product Focus
January/February	12/4/09	12/11/09	Health Care <ul style="list-style-type: none"> • Key Topics: Mass notification in public health emergencies; fire department mutual aid planning; fire and life safety in residential health care facilities; NFPA 1600 and pandemic planning • Relevant codes: NFPA 1, 99, 101, 111 	Code issues in health care	Security and Detection Systems
February Buyers' Guide Standalone Issue Bonus Distribution: Over 15,000 distribution at major trade shows	12/18/09	12/28/09	STANDALONE ISSUE—FEBRUARY BUYERS' GUIDE		
March/April Bonus Distribution: • Fire Department Instructors Conference • NFPA Mexico Fire Expo "Company Connections" Mini Ads Closes 2/5/10	2/5/10	2/12/10	Industrial/Storage Occupancies <ul style="list-style-type: none"> • Key Topics: 70E and industrial spaces; firefighting strategies for high-challenge storage facilities; hazardous materials issues; suppression systems; smoke and gas detection; new developments in sprinkler and alarm systems • Relevant codes: NFPA 13, 14, 25, 30, 30B 	Research Roundtable – The numbers that impact fire protection	Sprinkler Systems
May/June NFPA Conference & Expo Show Issue Advertiser Bonus: Signet AdStudy® Report* Bonus Distribution: • NFPA Conference & Expo	4/5/10	4/12/10	Conference Issue <ul style="list-style-type: none"> • Key Topics: Annual conference preview; changes to NFPA 70 (NEC); updates on proposed changes to major NFPA codes and standards • Relevant codes: Annual 2010 codes: NFPA 2, 25, 30, 30A, 30B 	Changes to NEC	New Products
June—NFPA Conference & Expo Show Guide**	3/26/10	4/2/10	JUNE—NFPA CONFERENCE & EXPO SHOW GUIDE**		
July/August Bonus Distribution: • NFPA America's Fire & Security Expo • Fire Rescue International	6/4/10	6/11/10	Assembly Occupancies <ul style="list-style-type: none"> • Key Topics: Fire and life safety issues around people with disabilities; mass notification; suppression systems; smoke and gas detection; signaling and access; firefighter fatalities annual report • Relevant codes: NFPA 13, 72, 92B, 101 	Mass notification case studies	Suppression Systems
September/October Bonus Distribution: • National Electrical Contractor Association • China Fire	8/5/10	8/12/10	Institutional/Educational Occupancies <ul style="list-style-type: none"> • Key Topics: Fire and life safety in locked facilities; retrofitting and other issues related to culturally significant properties; security and alarm issues in government buildings; building materials • Relevant codes: NFPA 13, 70, 72, 101, 232, 730 	Building Commissioning – Who Has the Last Word?	Fire Alarms
November/December "Company Connections" Mini Ads Closes 10/5/10	10/5/10	10/12/10	Sprinklers and Alarms <ul style="list-style-type: none"> • Key Topics: Installation and maintenance; research and testing; new developments in suppression systems; smoke and gas detection; sprinkler and alarm systems • Relevant codes: NFPA 13 family, 24, 25 	Integrating Sprinklers and Alarms – What Are the Issues?	Building Materials

* Exclusive to 1/2 page or larger advertisers in this issue.

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