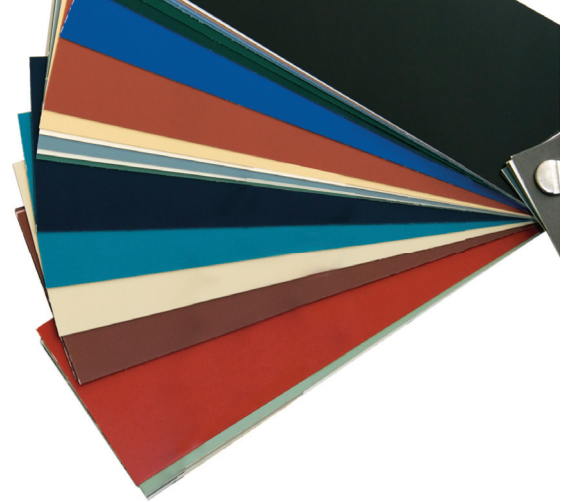


# Builder+ Architect®

## 2011 EDITORIAL CALENDAR\*



### January: Conference Issue:

#### International Builders' Show (IBS)/

#### February: The Business of Building

*Preview of the IBS held in Orlando Jan. 12-15*

#### Product Showcase: Innovative tools/practices from IBS

*Where does our industry stand? Have we recovered?*

**Product Showcase:** Computer and accounting programs, management systems, and marketing and consulting services — with an emphasis on streamlining tasks and saving money

### March: Women in Building/

#### April: Landscape Design

*Profiles of successful women in the industry*

#### Product Showcase: Popular home extras

*How landscaping can make or break a home*

**Product Showcase:** Faux formations, rock fountains, waterfall and pond designs, synthetic putting greens

### May: Remodeling/

#### June: Outdoor Living

*Why it might make more (dollars and) sense for your clients to remodel versus building new*

**Product Showcase:** The most common, appealing and affordable products to jumpstart a remodel  
*Creating an outdoor paradise through kitchens, decks, patios and pools*

**Product Showcase:** Outdoor fixtures, lighting, decking, pools and appliances

### July: Green Building/

#### August: Storage Solutions

*Which techniques and products should you be offering your clients? How to maximize your firm's green opportunities*

#### Product Showcase: Green-building products and services

*From garages to utilizing space under the stairs and all points in between, how creative storage ideas can be both functional and appealing*

**Product Showcase:** New ideas in indoor and outdoor storage ideas

### September: Multifamily Living/

#### October: Lighting

*Advances in modular, condominium, mixed-use, resort, assisted-living and other construction*

**Product Showcase:** Items that can give a "homey" feel to common/recreation areas

*Picking the right indoor and outdoor styles from thousands of choices*

**Product Showcase:** Decorative, energy-saving and environmentally friendly lighting products

### November: Bathrooms/

#### December: Kitchens

*Comfort and functionality through state-of-the-art showers, spas and toilets*

**Product Showcase:** Bath surfaces, flooring, cabinetry, fixtures and plumbing products

*Appliances, cabinetry and details that make the perfect kitchen*

**Product Showcase:** Appliances, cabinetry, lighting, flooring and countertops

## Editorial Departments

### Ask the Expert:

In-depth answers to questions by builders or designers on broad or technical issues surrounding technology, building solutions, trends in construction, business practices and more.

### Building Green:

Discussion and practical tips on how to build in a way that saves energy and the environment while keeping homeowners happy.

### News:

The latest trends and developments in the building industry, including reports on legislative issues, statistical data, industry breakthroughs and headlines.

### Product Showcase:

Focus on products in the areas covered by each month's feature as well as other innovative products and services.

### Profiles in Excellence:

Question-and-answer profiles of successful industry leaders.

### The Business of Building:

Advice on how to run a business more efficiently in areas such as operations, human resources, marketing, legal and financial planning.

## Special Editions

Throughout the year, *Builder+Architect* will offer special marketing opportunities in the form of exclusive special issues. The following special editions\* are scheduled for 2011-2012:

- » Area's Best Builders
- » The Design Issue
- » Area's Best Architects

\*Subject to change