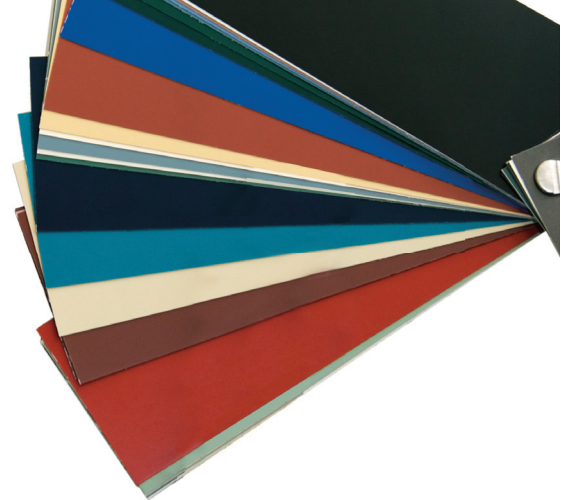


Builder+ Architect®

2011 EDITORIAL CALENDAR*



January: Conference Issue:

International Builders' Show (IBS)

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

Product Showcase: Innovative
tools/practices from IBS

February: The Business of Building

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

Profiles of successful women in
the industry

Product Showcase: Popular
home extras

April: Landscape Design

How landscaping can make or break
a home

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

May: Remodeling

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

June: Outdoor Living

Creating an outdoor paradise
through kitchens, decks, patios
and pools

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

July: Green Building

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

August: Storage Solutions

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

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

October: Lighting

Picking the right indoor and outdoor
styles from thousands of choices

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

November: Bathrooms

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

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

December: Kitchens

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