



TREE CARE INDUSTRY

MAGAZINE

TREE CARE INDUSTRY (TCI) MAGAZINE

2017 Editorial Calendar

(Additional editorial included in each issue. Article titles and timing are subject to change.)

January

Reservation Deadline: 12/2/16
 Machinery & Equipment: *Trucks, Stump Grinders*
 Tools & Supplies: *Climbing, Rigging*
 Services: *Training*
 Safety: *Electrical Hazards, CEU Quiz*
 * **Training issue: themed ads/content to be highlighted**

February

Reservation Deadline: 12/30/16
 Machinery & Equipment: *Right-of-Way Equipment*
Wood Processing/Biofuel/Mulch
 Tools & Supplies: *Biological Soil Amendments*
& Pest Management
 Services: *Sustainable Operations/Practices*
 Safety: *Pesticide Safety*
 * **GREEN issue: Green-themed ads/content to be highlighted**

March

Reservation Deadline: 1/27/17
 Machinery & Equipment: *Log Loaders/Skid Steers*
 Tools & Supplies: *Chain Saws, Seasonal Checklist*
 Services: *Insurance*
 Safety: *Crane Best Practices, CEU Quiz*

April

Reservation Deadline: 2/27/17*
 Machinery & Equipment: *Aerial Lifts*
 Tools & Supplies: *Ropes, Fertilization/Soil Amendments*
 Services: *Leasing & Financing*
 Safety: *Chipper & Ground Operations Safety*
TCI Equipment Locator – Spring: Guide to New & Used Equipment

May

Reservation Deadline: 3/31/17
 Machinery & Equipment: *Chippers*
 Tools & Supplies: *Spray Equipment, Tree Planting*
 Services: *Education*
 Safety: *Hazard Tree Assessment, CEU Quiz*
 * **Education issue: themed ads/content to be highlighted**

June

Reservation Deadline: 4/28/17
 Machinery & Equipment: *Cranes, Attachments/Grapples*
 Tools & Supplies: *Herbicides/Pesticides*
 Services: *Fleet Management*
 Safety: *Climbing Safety*

* Reservation deadlines for supplements are one week earlier

July

Reservation Deadline: 6/2/17*
 Machinery & Equipment: *Stump Grinders*
 Tools & Supplies: *Pruners and Handsaws*
 Services: *Consulting*
 Safety: *First Aid, CEU Quiz*
Special Supplement: Summer Buyers' Guide (5/26/17*)

August

Reservation Deadline: 7/7/17
 Machinery & Equipment: *Right-of-Way, Wood*
Processing/Biofuel/Mulch
 Tools & Supplies: *Pest Management, Climbing Gear*
Preparing Storm Response
 Services: *Tree Appraisal, Insurance*
 Safety: *Ergonomics*
Bonus Circulation: ISA Conf. July 29-Aug 30, Washington, D.C.

September

Reservation Deadline: 7/28/17*
 Machinery & Equipment: *Trucks; Storm Prep & Response*
 Tools & Supplies: *Fertilization/Soil Amendments*
 Services: *Maintenance & Repair*
 Safety: *Aerial Lift Safety, CEU Quiz*
TCI Equipment Locator – Fall: Guide to New & Used Equipment

October

Reservation Deadline: 9/1/17
 Machinery & Equipment: *Firewood Equipment, Cranes*
 Tools & Supplies: *PPE, Hazard Tree Assessment*
 Services: *Marketing Tools, New Technology*
 Safety: *Chain Saw Safety*
Pre-show issue: TCI EXPO 2017

November

Reservation Deadline: 9/29/17
 Machinery & Equipment: *Aerial Equipment: Compact Lifts*
 Tools & Supplies: *Ropes, Cabling & Bracing*
 Services: *Consulting, Fleet Management*
 Safety: *Site Set-up, CEU Quiz*
Special Regional Section: North Central*
Bonus Circulation: TCI EXPO '17 – Columbus, Ohio, Nov 2-4

December

Reservation Deadline: 11/3/17*
 Machinery & Equipment: *Chippers*
 Tools & Supplies: *Snow Removal*
 Services: *Standards & Compliance*
 Safety: *Driving Safety*
Special Supplement: Winter Buyers' Guide (10/27/17*)

Material Deadline 7 days after Reservation deadline.

For Reservations or more information, call: Sachin Mohan at (516) 625-1613 or e-mail SMohan@tcia.org