

SANITARY MAINTENANCE

The #1 Trusted Resource
for Jan/San Distributors

Multiple-Time Winner
of American Inhouse
Design Award

13,500

Distributor Owner/Executive subscribers

Most Requested Industry Publication

94% Pick up their copy within
a week of receiving

75% Take a purchasing action after
seeing an ad in Sanitary Maintenance

ADVERTISING SALES

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» 2021 Editorial Calendar

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SANITARY MAINTENANCE

BETTER CONTENT | BETTER REACH | BETTER REPUTATION | BEST VALUE

Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	BONUS OPPORTUNITY	ONLINE SPONSORSHIP	AD CLOSE	MATERIALS DUE	EVERY ISSUE
Jan/Feb	Infection Control	Floor Care Equipment Distributor Software	Trending Now: Wholesalers (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	1/12/21	1/19/21	<p>Freetime: Gretchen Roufs shares how members of the industry spend their free time in this popular column</p> <p>The Strategic Sell: Learn sales trends and rep training techniques from two well-known jan/san sales experts</p> <p>Face of the Industry: A round-up of the latest industry mergers, personnel announcements, awards and more</p> <p>Case Study: Manufacturers can submit examples of distributors finding success with their products</p> <p>Vendor Support: How manufacturers are assisting their distributor partners in today's marketplace</p> <p>Products: A showcase of the latest product innovations</p>
March	Annual Buyer's Guide		Advertisers receive listing upgrades	Virtual Edition Cleaning Insider eNewsletter	2/8/21	2/16/21	
April	Buying Group Membership	Batteries Restroom Care		Virtual Edition Cleaning Insider eNewsletter	3/12/21	3/19/21	
May/June	Distributor Choice Award Winners 	Soap Private Label Products	Trending Now: Towel/Tissue (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	5/10/21	5/17/21	
July/August	E-commerce	Ice Melt Vacuums	Trending Now: Hand Dryer (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	7/12/21	7/19/21	
September	End User Purchasing & Distributor Service Survey	Cleaners/Disinfectants Diversified Lines: Foodservice, Safety, Office Supplies, Laundry	Manufacturer Profile	Virtual Edition Cleaning Insider eNewsletter	8/12/21	8/19/21	
October	ISSA Show Guide	Brooms, Brushes & Mops Odor Control	Bonus Distribution At ISSA Show All advertisers receive a FREE Product Release In the November ISSA Product Showcase	Virtual Edition Cleaning Insider eNewsletter	9/13/21	9/20/21	
Nov/Dec	Distributor Sales Survey ISSA Product Showcase	Floor Care Dilution Control	Trending Now: Software (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	10/12/21	10/19/21	