

2018 Editorial Calendar

Issue	Special Feature	Special Showcase	Trade Shows and Extra Distribution
January	New Products & Trends Digital Imaging	New for 2018	2018 West Coast Art & Frame Expo and National Conference
WCAF Expo Guide	(Distributed at WCAF Expo)		2018 West Coast Art & Frame Expo and National Conference
February	Creative Mats & Matting Ready-made Frames		
March	Moulding Trends		FamaArt
April	New Joining Equipment CMC Projects		
May	Mounting		
June	Wood Moulding	Annual School Directory	
Annual Directory	(Mailed with June Issue)		
July	Hardware	Fall Moulding Releases	
August	Gilding		
September	Fall Products & Trends	New for Fall	
October	Digital Imaging Equipment		Photo Plus
November	Shadowbox Design		
Nat'l Conf. Brochure	(Mailed with November Issue)		2019 West Coast Art & Frame Show and National Conference
December	Miter Saws	West Coast Art & Frame Expo Preview	

Regular Editorial Departments

- Goltz on Business** — Business Editor Jay Goltz weighs in on important business and management topics of the day.
- Mastering Mounting** — Mounting Editor Chris Paschke explores a wide range of mounting subjects.
- Preservation Practices** — Preservation Editor Hugh Phibbs covers new preservation trends and techniques.
- Digital Imaging** — Insights into the business and technical aspects of digital printing for frame shops.
- Retailing** — Ken Baur looks at marketing and management ideas that can help boost framers' bottom lines.
- Frame Design** — Leading frame design experts present design ideas, projects, and techniques.
- Sales Strategies** — Jared Davis offers creative insights on how to generate more sales at the front counter.
- The Mat Doctors** — Leading mat cutting experts explore everything from mat cutting basics to creative techniques.
- Design of the Month** — Frame design projects of note, from innovative shadowboxes to creatively matted artwork.
- Style Snapshot** — Industry and period frame experts present significant frames and their roles in picture framing history.
- Shadowbox Design** — Creative looks for framing memorabilia and personal treasures.
- Industry News** — The latest news, personnel changes, and other happenings shaping the picture framing industry.
- From the Editor's Desk** — Commentary on trends, ideas, and techniques from Editor in Chief Patrick Sarver.
- Product Showcase** — A look at the latest products available for the art and framing industry.



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