



## 2021 Editorial Calendar

Issue	Special Feature	Special Showcase
January	New Products & Trends	New for 2021
February	Creative Mats & Matting Advances in Board Cutting Technology	
March	Preservation Materials & Techniques Special Occasion Framing	
April	Wide Format Digital Printing	Photo Frames
May	Three-Dimensional Object Mounting	
June	Shop Productivity & Equipment Equipment Buyers Guide	
July	Gilding	
August	CMC Designs	
September	Product & Design Trends	New for Fall
October	Framing for Today's Consumers Sports Memorabilia	
November	Joining Equipment Review	
December	Substrates	Hanging Hardware
Annual Directory		

## Departments

**Goltz on Business** — Business Editor Jay Goltz weighs in on important business management topics of the day.

**Mastering Mounting** — Mounting Editor Chris Paschke explores a wide range of mounting challenges.

**Preservation Practices** — Preservation Editor Hugh Phibbs covers new preservation methods and techniques.

**Retailing Success** — Proven ideas that can help boost a frame shop's bottom lines.

**Frame Design** — Creative ideas featuring new product lines and the latest trends.

**Sales Strategies** — Proven techniques to generate more sales at the front counter.

**The Mat Doctors** — Everything from mat cutting basics to creative techniques.

**Framing Fundamentals** — Methods and techniques every beginner needs to know.

**Marketing Methods** — Successful marketing strategies and tips from experienced professionals.

**Design of the Month** — Outstanding projects selected for their creativity and use of materials. Guaranteed to inspire!

**Industry News** — The latest news shaping the picture framing industry.

**Product Showcase** — New featured products, equipment, moulding, and supplies just released to the industry.