



## 2022 Editorial Calendar

Issue	Special Feature	Special Showcase
January	New Products & Trends	New for 2022
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 Preservation	
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.



## WHAT OUR ADVERTISERS SAY ABOUT US

“ For more than 30 years PFM has been a huge part of Framera’s growth. Your magazine is a “must-read” for our customers and, of course, the WCAF trade show is the most important annual event in our industry. Our thanks to you and the entire Gherman family for all of your support.

**Gene Eichner**  
Framera

“ Picture Woods has advertised with PFM for over two decades. As the leading trade magazine, they produce relevant and timely articles, with far-reaching industry distribution. Their team is helpful, and the advertising rates are reasonable. The end result is that our ads get noticed.

**Kathy Sniffen**  
Picture Woods, Ltd.

“ Foster has been advertising in PFM since the beginning of the magazine. It is a very useful monthly resource for picture framers that is read by framers in all parts of the country. This has helped to geographically broaden our customer base. It’s an important marketing tool for us, and the magazine staff are all wonderful to work with.

**Bob Stanley**  
Foster Planing Mill

“ Over the years, we have found that advertising in PFM is the best way to reach the professional framer. The magazine is a must read for the industry with valuable articles targeted at the framing community.

**Craig Russell**  
Active Sales

“ I have advertised for almost 20 years and will continue to advertise because PFM continues to support, promote and educate the picture framing industry. It is the most complete, trusted and competent framing magazine available, delivering year after year. PFM has earned my business.

**Rhonda Feinman**  
Rhonda Feinman Custom Frames

“ Studio Moulding advertises in Picture Framing Magazine for a variety of reasons. We recognize that P.F.M. has long been the primary source for framing industry information and guidance. The expert advice offered in monthly articles offers framers valuable insight to stay current with industry trends.

Picture Framing Magazine provides Studio Moulding the means to promote new product launches in a publication dedicated to keeping our industry relevant.

**David Freshnock**  
Studio Moulding