

2020 Editorial Calendar

Issue	Special Feature	Special Showcase	Trade Shows and Extra Distribution
January	New Products & Trends Digital Imaging	New for 2020 Showcase	2020 West Coast Art & Frame Expo and National Conference
WCAF Expo Guide	(Distributed at WCAF Expo)		2020 West Coast Art & Frame Expo and National Conference
February	Creative Mats & Matting		
March	Mother's Day & Graduation		
April	CMC Projects		
May	Joining Equipment		
June	Mounting	Mounting Showcase	
Annual Directory	(Mailed with June Issue)		
July	Gilding		
August	Fall Products & Trends	New for Fall Showcase	
September	Sports Memorabilia	Shadowbox Moulding Showcase	
October	Digital Imaging Equipment		Photo Plus
November	Substrates		
Nat'l Conf. Brochure	(Mailed with November Issue)		2021 West Coast Art & Frame Show and National Conference
December	Equipment	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 Success — 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.

Framing Fundamentals — Veteran framers break down the basic skills and concepts every beginner needs to know.

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

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.

Industry News — The latest news, personnel changes, and other happenings shaping the picture framing industry.

Product Showcase — A look at the latest products available for the art and framing industry.



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