

LANDSCAPE ARCHITECT

A N D S P E C I F I E R N E W S

2010 Editorial Calendar

*80% of readers use Trade Magazines as their number one source in obtaining Product Information
... more than Internet Searches or Trade Shows!*

Month	Cover Theme	Bonus Distribution	Product Focus
JANUARY	CUSTOM RESIDENTIAL LASN's Annual Showcase of award-winning, modern residential landscape design.	Double Show Issue!! World of Concrete CLCA	<i>Paving Materials</i>
FEBRUARY	HARDSCAPE SPECIAL SECTION: EROSION CONTROL TECHNOLOGY Today's landscape designs—from community developments to urban plazas explode with hardscape detail, innovative retaining walls and bold entry monumentation.	Double Show Issue!! FenceTech/DeckTech IECA Show	<i>Landscape Perimeters: Fencing, Walls & Gates</i>
MARCH	PARKS By maximizing use of limited greenspace and providing play areas for children, landscape architects continue to foster Olmsted's idea that "every community should have a park at its heart."		<i>Park Site Amenities</i>
APRIL	LIGHTING Landscape architects illuminate their projects with innovative lighting designs and a brilliant array of fixtures—from period street poles to decorative landscape lighting.	LightFair International	<i>Lighting Products</i>
MAY	2010 SPECIFIER'S GUIDE The definitive industry directory of products and services, professional associations, state boards of registration, state-by-state wholesale directories and "hot-links" to LandscapeOnLine.com		
JUNE	WATER FEATURES Guided by an inevitable fascination with the power of water, landscape architects showcase water features in a wide variety of projects.		<i>Decorative Water Features</i>
JULY	SCHOOL & CAMPUS DESIGN SPECIAL SECTION: IRRIGATION DESIGN Landscape architects take the lead in the development of creative, safe and accessible schoolyards, playgrounds and the design of corporate campuses across the nation.		<i>Play Structures & Safety Surfacing</i>
AUGUST	STREETSCAPES Downtown streetscapes are crucial to commerce. Landscape architects combine paving materials, area lighting and site amenities to create a focal identity for today's modern community with a variety of colorful paving materials and dynamic street lighting designs.		<i>Decorative Street & Parking Lot Lighting</i>
SEPTEMBER	LASN's ASLA SHOW ISSUE Join LASN as we take a look at the culture and character of Washington, D.C. Also showcased, annual ASLA Expo and the landscape architectural projects of Maryland, Virginia and District of Columbia.	ASLA Show	<i>Open</i>
OCTOBER	LASN's NRPA SHOW ISSUE: PLAYGROUNDS Annual showcase of innovative parks and playgrounds that accommodate safe and pleasant play for all participants.	NRPA Show	<i>Open</i>
NOVEMBER	THE GREEN ISSUE SPECIAL SECTION: RETAINING WALLS Sustainable, Regenerative Development; Water Recapture, Stormwater Abatement, Erosion Control, LED Lighting, Green Roofs, Green Site Amenities, Green Play Structures and More!	IA Show	<i>Green Products</i>
DECEMBER	FORECAST / YEARBOOK LASN's annual report on building and housing development plus an economic forecast for the upcoming year. Plus, a look at the people and places that made 2010 a year to remember.		<i>Best of the Year</i>