

## MARCH

- Succession Planning
- Pesticides and Chemicals

Ad Close: **Feb. 19, 2025**  
Ad Material Due: **Feb. 26, 2025**  
Deployment Date: **Mar. 10, 2025**

## APRIL

- Technology for Business Operations
- Hardscape Products

Ad Close: **Mar 19, 2025**  
Ad Material Due: **Mar. 26, 2025**  
Deployment Date: **Ap. 7, 2025**

## MAY

- Specialize or Expand?
- Trimmers and Edgers

Ad Close: **Apr. 16, 2025**  
Ad Material Due: **Apr. 23, 2025**  
Deployment Date: **May 5, 2025**

## JULY

- Twenty for 2025 New Product Awards
- Service Parts and Consumables

Ad Close: **Jun. 24, 2025**  
Ad Material Due: **Jul. 1, 2025**  
Deployment Date: **Jul. 14, 2025**

## SEPTEMBER

- Customer Service, Client Management and Comm.
- UTVs Plus

Ad Close: **Aug. 13, 2025**  
Ad Material Due: **Aug. 20, 2025**  
Deployment Date: **Sep. 2, 2025**

## OCTOBER

- Landscaping: Fleet Management
- OPE Dealer: Sales Staff Training
- Robotics

Ad Close: **Sept. 9, 2025**  
Ad Material Due: **Sept. 16, 2025**  
Deployment Date: **Sept. 26, 2025**

## DECEMBER

- OPE+ Awards
- Equip Expo Post-Show Recap

Ad Close: **Nov. 12, 2025**  
Ad Material Due: **Nov. 19, 2025**  
Deployment Date: **Dec. 2, 2025**

## MARKET DATA BOOK

- Consumer Data
- Dealer Data
- Manufacturer Data
- Market Intelligence

Ad Close: **Dec. 4, 2025**  
Ad Material Due: **Dec. 11, 2025**  
Deployment Date: **Dec. 23, 2025**

## ALL MARKET DATA BOOKS

See Power Information Group Content Calendar (next page)