OPE+
POWERING EQUIPMENT DEALER AND LANDSCAPE BUSINESS SUCCESS

2026 CONTENT CALENDAR

MARKET DATA BOOK

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

Ad Close: **Jan. 2, 2026**
Ad Material Due: **Jan. 9, 2026**
Deployment Date: **Jan. 22, 2026**

MARCH

- Industry Leaders (Awards)
- AI Technology
- The State of Social
- Parts Ordering, Inventory, Sales
- Service Shops
- Equipment Focus: Mowers

Ad Close: **Feb. 25, 2026**
Ad Material Due: **Mar. 4, 2025**
Deployment Date: **Mar. 16, 2026**

APRIL

- Autonomy
- Landscape Business Software
- Sales Training
- Battery Charging
- Equipment Focus: Trimmers/ Edgers

Ad Close: **Apr 1, 2025**
Ad Material Due: **Apr. 8, 2025**
Deployment Date: **Apr. 20, 2026**

MAY

- Ecommerce Update
- What is Branding?
- Succession Planning
- Hardscapes
- Equipment Focus: Loaders/ Attachments

Ad Close: **Apr. 29, 2025**
Ad Material Due: **May 6, 2025**
Deployment Date: **May 18, 2026**

JULY

- Website Trends
- Payment Systems
- Municipal Projects / Sales
- Safety in Workplace
- 20 for 2026 (Awards)
- Equipment Focus: Irrigation

Ad Close: **Jun. 30, 2025**
Ad Material Due: **Jul. 8, 2025**
Deployment Date: **Jul. 20, 2026**

SEPTEMBER

- Mass Marchants - Good or Bad?
- Future of Batteries
- Snow/Ice Removal
- Mobile Service
- Equipment Focus: Blowers/ Sweepers/Vacs

Ad Close: **Aug. 12, 2025**
Ad Material Due: **Aug. 19, 2025**
Deployment Date: **Aug. 31, 2026**

OCTOBER

- Homeowners vs. Pro Sales
- OEM Tech Systems
- Diversify? (Power Equip, Hardware, Other)
- Hiring/Firing
- Tree Care
- Equipment Focus: Chainsaws

Ad Close: **Sept. 9, 2025**
Ad Material Due: **Sept. 16, 2025**
Deployment Date: **Sept. 28, 2026**

DECEMBER

- Rental Opportunities
- Robotic/Autonomous
- SEO News
- Fleet Management
- Equip Expo Recap
- Equipment Focus: UTVs

Ad Close: **Nov. 11, 2025**
Ad Material Due: **Nov. 18, 2025**
Deployment Date: **Dec. 2, 2026**

ALL MARKET DATA BOOKS
See Power Information Group Content Calendar (next page)