

JANUARY

- SPOTLIGHT: Fertilization
- Industry Trends and Outlook
- BEYOND THE FIELD: Sport Courts
- Blowers, Sweepers and Vacs
- BONUS: SFMA Conference

Ad Close: **Dec. 2, 2025**
 Ad Material Due: **Dec. 9, 2025**
 Deployment Date: **Dec. 19, 2025**

FEBRUARY

- SPOTLIGHT: Softball
- SFMA President Profile
- BEYOND THE FIELD: Performance Centers
- Trimmers and Edgers

Ad Close: **Jan. 20, 2026**
 Ad Material Due: **Jan. 27, 2026**
 Deployment Date: **Feb. 6, 2026**

MARCH

- SPOTLIGHT: Baseball
- SFMA Conference Recap
- BEYOND THE FIELD: Running Tracks
- Sprayers and Spreaders

Ad Close: **Feb. 17, 2026**
 Ad Material Due: **Feb. 24, 2026**
 Deployment Date: **Mar. 6, 2026**

APRIL

- SPOTLIGHT: International Fields and Facilities
- Landscape & Grounds Mgmt
- BEYOND THE FIELD: Lighting
- Mowers (Riding and ZTR)

Ad Close: **Mar. 24, 2026**
 Ad Material Due: **Mar. 31, 2026**
 Deployment Date: **Apr. 10, 2026**

MAY

- SPOTLIGHT: Sporting Grounds
- Infields
- BEYOND THE FIELD: Operations Management
- Autonomous Equipment

Ad Close: **Apr. 21, 2026**
 Ad Material Due: **Apr. 28, 2026**
 Deployment Date: **May 8, 2026**

JUNE

- SPOTLIGHT: Parks and Recreation
- Pest Management
- BEYOND THE FIELD: Safety and Security
- UTVs

Ad Close: **May 18, 2026**
 Ad Material Due: **May 26, 2026**
 Deployment Date: **Jun. 5, 2026**

JULY

- SPOTLIGHT: Football
- Seed and Sod
- BEYOND THE FIELD: Parks Facilities and Amenities
- Paints and Marking

Ad Close: **Jun. 17, 2026**
 Ad Material Due: **Jun. 24, 2026**
 Deployment Date: **Jul. 7, 2026**

AUGUST

- SPOTLIGHT: Soccer
- Turfgrass Math
- BEYOND THE FIELD: Indoor Facilities/Surfaces
- Aerators

Ad Close: **Jul. 21, 2026**
 Ad Material Due: **Jul. 28, 2026**
 Deployment Date: **Aug. 7, 2026**

SEPTEMBER

- SPOTLIGHT: Water Management/Irrigation
- Turfgrass Science
- BEYOND THE FIELD: Stadium Tech and Amenities
- Battery-Powered Equipment

Ad Close: **Aug. 18, 2026**
 Ad Material Due: **Aug. 25, 2026**
 Deployment Date: **Sept. 4, 2026**

OCTOBER

- SPOTLIGHT: Rising Star Awards
- Preparing for Winter
- BEYOND THE FIELD: Synthetic Turf
- Dethatchers and Verticutters

Ad Close: **Sept. 22, 2026**
 Ad Material Due: **Sept. 29, 2026**
 Deployment Date: **Oct. 9, 2026**

NOVEMBER

- SPOTLIGHT: SFMA Conference Preview
- Professional Development
- BEYOND THE FIELD: Concerts and Special Events
- Mowers (Stand-On and Walk-Behind)

Ad Close: **Oct. 20, 2026**
 Ad Material Due: **Oct. 27, 2026**
 Deployment Date: **Nov. 6, 2026**

DECEMBER

- SPOTLIGHT: Financing and Budgeting
- Industry Research
- BEYOND THE FIELD: Design and Construction
- Top Products

Ad Close: **Nov. 10, 2026**
 Ad Material Due: **Nov. 17, 2026**
 Deployment Date: **Dec. 1, 2026**