



2011 Editorial Features

Published quarterly, *SNAP* is the most comprehensive, must-read, easy-to-use information source on new building products and related trends for architects and building designers.

SNAP Regular Features

Product News

IN BRIEF—The latest industry news, including manufacturers, associations and trade groups, architecture/construction firms, new codes and standards, and new tools for project delivery.

SNAPSHOTS—Fact-based information from the world of building products to inform today's designers: statistics, top lists, and charts about product usage, interest, and applications.

COST REPORTS—Information on building product prices and trends from McGraw-Hill Construction.

PRODUCT ROUNDUP - The latest products on the market, from trade show finds to new prototypes, presented with cost, application, and performance information.

PRODUCT SPECS- An in depth look at a product category including advice from specifiers and experts, new product info, and data snapshots.

CASE STUDY - We focus on a different project type each issue and the products involved, including price, performance, and application information.

REGIONAL FOCUS - Each issue we highlight a different region of the U.S. with exclusive product data provided by McGraw-Hill Research & Analytics.

PARTNERS IN DESIGN - Our back page feature on a recent, attention-grabbing collaboration between a designer and a manufacturer.

People and Professional News

TRADESHOW NEWS—Roundups of the people, products, and events that stole the show at recent architectural trade shows around the country.

SNAP ON...—Profiles of leading architects from around the country—on what matters to them most.

Education News

LIVE & LEARN—The latest on continuing education from manufacturers and industry trade groups, educational institutes, and the most popular new courses from McGraw-Hill Construction.





2011 Editorial Calendar

Issue	Issue Theme	Product Feature Story	Product Case Study	Product Specs	Around the Country	Trade Show News	Bonus Distribution
Publication and closing dates	A common thread linking news, trend, feature and product coverage	Technology, trends, codes, standards, and case studies for key products	The latest products in action, by building type	New building products, costs and performance data—including green products and a general roundup of the latest introductions	Trends in materials and applications by geography and climate	New products, industry trends, manufacturer news, and more from key events	Where to find <i>SNAP</i> on the road
February/March	The Building Interior: including finishes, surfaces, and more	Interior Finishes	Hospitality	Interior Lighting Walls & Wallcoverings Flooring Ceilings Window & Door Hardware	West South Central (LA, OK, AR, TX)	WOC, ConExpo/AGC, International Builders' Show, Coverings	ConExpo/AGC
May/June	Materials	Green Materials	Renovation	Glass & Glazing Wood Stone & Masonry Tile Metals	Pacific Southwest (UT, AZ, NM, NV, CA, CO, HI)	Neocon, CSI, AIA	AIA, NeoCon, Lightfair
August/September	Exterior	Cladding	Education	Roofing Exterior Lighting Landscape Sun Control Devices Entrances/Storefronts/& Curtainwall	South Atlantic (WV, DC, DE, FL, GA, VA, SC, MD, NC)	ASLA, KBIS, Lightfair	Metalcon
November/December	Problem Solvers	Water Conservation	Healthcare	Skylights & Roof Windows Doors Acoustics Fire Suppression Signage	East South Central	GreenBuild, GlassBuild, Metalcon	Greenbuild, Construct Canada, NAHB