

## 2021 EDITORIAL CALENDAR



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**NEW THIS YEAR**  
Each issue, except  
December, has  
Regional Reports.  
Be a part of them.

Your message should be in every issue of *HIR*. Each issue is filled with articles retail managers need to succeed as you see below. Each print issue is received by 23% more circulation than our closest competitor. The digital issue has an online readership and it's interactive 24/7. Readers just click on the ads to go to their websites or send an email. It's free when you advertise in the print editions of *HIR*.

Try it here: [www.hirmagazine.com/issues](http://www.hirmagazine.com/issues)

### January/February 2021

#### **OUR LEADERS PREDICT**

Insight from our business leaders on what to expect for 2020.

Also in this special issue: *What's New in Loss Prevention & Security.*

*Regional Report: QUEBEC*

**Closes for advertising - January 10, 2021**

### March/April 2021

#### **CANADA'S TOP RETAILERS**

Includes top retail outlets from the banners, industry trends and exclusive interviews with industry leaders.

Also an update on: *What's New in Store Design & Merchandising.*

*Regional Report: ONTARIO*

**Closes for advertising - March 13, 2021**

### May/June 2021

#### **MADE IN CANADA**

Special Annual Feature on what industry products and services are Canadian made.

Also in this special issue: *What's New in Power & Hand Tools.*

*Regional Report: ATLANTIC*

**Closes for advertising - May 15, 2021**

### September 2021

#### **CANADIAN REPORT ON DISTRIBUTION**

Also in this issue: Trends in smart home technology and energy efficiency.

*Regional Report: PRAIRIES*

**Closes for advertising - August 14, 2021**

### October 2020

#### **TRENDS ON PAINT & INTERIOR DESIGN**

Special Feature: *REPORT ON RETAIL TECHNOLOGY*

*Regional Report: BRITISH COLUMBIA*

**Closes for advertising - September 11, 2021**

### December 2021

#### **Annual BANNER REPORT**

Our definitive guide to home improvement retailing in Canada.

**Closes for advertising - November 13, 2021**