



# 2020 Media Planner

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## AATCC Review 2020

# Editorial Calendar

Do you know someone at your company who could contribute to a feature topic??

**Contact**

**Maria C. Thiry** | Publications and Membership Director  
[thiry@aatcc.org](mailto:thiry@aatcc.org) | +1.919.549.3548

Contact us at least one month prior to ad close date to be considered for an interview.



Issue	Features
<b>January/February</b> <b>Ad Close: 11/21</b> <b>Ad Due: 12/4</b>	<ul style="list-style-type: none"> <li>Tough Choices in Sustainability: Using toolkits to create a wholistic strategy for sustainability and to demonstrate profitability.</li> <li>Textiles That Last: A look at arguments for and against durability to achieve sustainability.</li> </ul>
<b>March/April</b> <b>Ad Close: 1/30</b> <b>Ad Due: 2/4</b>	<ul style="list-style-type: none"> <li>Sustainability by Design: Keeping clothes out of the washing machine to avoid the release of microplastics.</li> <li>Recycling and Waste Reduction: The important role of the designer in achieving a circular economy for textiles.</li> </ul>
<b>May/June</b> <b>Ad Close: 3/27</b> <b>Ad Due: 4/3</b>	<ul style="list-style-type: none"> <li>Military Fabrics—A Matter of Life and Death: Learn how electronic feedback from next-to-skin textiles provides information on the status of the wearer’s vitals, enabling commanders to make better decisions .</li> <li>Performance Apparel Challenges: What are the outdoor brands up against when it comes to sustainability?</li> </ul>
<b>July/August</b> <b>Ad Close: 5/29</b> <b>Ad Due: 6/4</b>	<ul style="list-style-type: none"> <li>The Age of the Machine: How voice, visual technology, artificial intelligence, and machine learning are impacting retail, product development, and manufacturing .</li> <li>The Future of Fabrics for Dirty Jobs: What are the exciting new improvements in protective clothing to keep workers safe from pathogens, oils, gases, and chemicals?</li> </ul>
<b>September/October</b> <b>Ad Close: 7/29</b> <b>Ad Due: 8/4</b>	<ul style="list-style-type: none"> <li>A Greener Supply Chain: How can a collaborative approach across the industry improve sustainability?</li> <li>The Future of Digital: How digital printing technology and software opens the door for infrared heating, wiring, and sensor technology embedded in textiles.</li> </ul>
<b>November/December</b> <b>Ad Close: 9/24</b> <b>Ad Due: 10/2</b>	<ul style="list-style-type: none"> <li>Backing up Marketing Buzzwords: How do product claims relate to textile standards?</li> <li>Next Generation of Wearables: Functional e-fabrics that are based on fiber computing and conductivity.</li> </ul>