

2021 EDITORIAL SCHEDULE

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Print Magazine Quarterly						
Cover Story	<p>COVER STORY: Now What?! Scaling Digital Transformation Wins</p> <p>Many of us are at the stage of digital transformation where we've piloted programs and found early success. But the real trick is scaling these early efforts across the enterprise to revamp our businesses and achieve sustainable growth.</p>			<p>COVER STORY: Manufacturing In The New Normal</p> <p>Like everything else in our lives, the COVID pandemic has altered how, where, when we work. There have been great challenges and painful fallout, of course, but the pandemic has also prompted positive changes in the industrial space, speeding up the adoption of automation and ushering in new tools, techniques and technologies that might otherwise have been years in the coming.</p>		
Other Issue Themes	<p>ENABLING TECH: Cloud Applications</p> <p>EMERGING TECH: 5G</p> <p>DIGITAL USE CASE: The Automated Factory</p>			<p>ENABLING TECH: Asset Performance Management</p> <p>EMERGING TECH: Augmented / Virtual Reality</p> <p>DIGITAL USE CASE: Preparing and Protecting Workforces</p>		
Key Dates	Ad Close, Materials Due: 2/12, 2/19			Ad Close, Materials Due: 5/13, 5/20		
Other Marketing Opportunities						
eHandbooks	2021 Crystal Ball Report	Predictive Maintenance	Industrial Networks	G5	Data Analytics	Industrial Automation
Market Intelligence Reports					IIOT	
IIoT Essentials Video Series						Remote/Cloud Connectivity
Digital Transformation Webinar Series				Smart Industry Digital Transformation Webinar Series		

2021 EDITORIAL SCHEDULE

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Print Magazine Quarterly						
Cover Story	<p>COVER STORY: Base Camp Spring 2021 Conference Wrap</p> <p>With a history that dates back to 2015, the Smart Industry gathers hundreds of strategic decision-makers from across industry to focus exclusively on helping industrial practitioners take tangible next steps in their organizations' digital transformation. We'll highlight sessions on topics such as assessing the digital maturity of one's organization, identifying high-potential opportunities, working in the post-pandemic environment, and how to properly align resources and workforces to capitalize on the full breadth of digital transformation.</p>			<p>COVER STORY: Digital Transformation: 2021 State of Initiative Report</p> <p>2021 marks the seventh consecutive year that Smart Industry has conducted its State of Initiative report, making this longitudinal study among the longest running measures of industry's evolving views toward digital transformation. Last year we saw continued bifurcation among industry leaders and laggards, but an encouraging widening pool of players in the Industry 4.0 space, both solution providers and end-users implementing those solutions successfully. What does this year hold?</p>		
Other Issue Themes				<p>ENABLING TECH: Industrial Automation</p> <p>EMERGING TECH: Machine Learning & Artificial Intelligence</p> <p>DIGITAL USE CASE: Remote, Mobile Workers</p>		
Key Dates	Ad Close, Materials Due: 8/12, 8/19			Ad Close, Materials Due: 10/14, 10/21		

Other Marketing Opportunities						
eHandbooks	Edge Solutions	IT/OT Convergence	Cybersecurity	Cloud Applications	Industrial IoT Platforms	Energy & Efficiency
Market Intelligence Reports						
IIoT Essentials Video Series				Machine Learning & Artificial Intelligence		
Digital Transformation Webinar Series				Smart Industry Digital Transformation Webinar Series		