



# 2018 EDITORIAL CALENDAR & DEADLINES

**Frequency: 10 times a year**

**Guaranteed Circulation: 32,000 (AAM-audited)**



ISSUE	AD CLOSE (CALL FOR EXTENSION)	CREATIVE DUE DATE*	EDITORIAL HIGHLIGHTS
Winter Issue (January/February)	November 27	December 1	New Year, New You Health & Wellness 805 Weddings Resource Guide
March	January 26	February 2	The Restaurant Issue
April	February 23	March 2	Home & Garden 150th ISSUE!  SPECIAL ADVERTISING SECTIONS: Design Spotlight Realtors of Distinction
May	March 26	April 2	#Cre805ers: Exploring the creative minds of the 805 area
June	April 24	May 1	The Sporting Life
Summer Issue (July/August)	May 25	June 1	The Summer Issue
September	July 26	August 2	Food & Wine  SPECIAL ADVERTISING SECTION: Swirl, Sip, Savor (For Wineries)
October	August 27	September 4	The Best of Fall Arts & Culture  SPECIAL ADVERTISING SECTION: Realtors of Distinction
November	September 24	October 1	A Season of Giving Philanthropy Thanksgiving Entertaining 3rd Annual Dishing It Out for Charity
December	October 26	November 2	Holiday Annual Gift Guide

If you are interested in advertising and an issue closing date has passed, **please contact your sales representative** and we will do our best to accommodate you.

**Advertising contract must be signed to reserve space.**

*Issue distribution begins on the first of the month, with the exception of the Winter issue that will be distributed starting the first week of January, and Summer issue that will be distributed starting the first ten days of July.*

*\*Editorial themes and closing dates are subject to change.*