



2025 Editorial Calendar & Deadlines

| Issue | Ad Close (call for extension) | Creative Due Date* | Editorial Highlights |
|--|----------------------------------|-----------------------|--|
| Winter Issue <i>(out late January)</i> | December 23 | December 30 | New Year, Fresh Start |
| March | January 27 | February 3 | The Restaurant Issue SPECIAL ADVERTISING SECTION: Taste of the Vine (for wineries) |
| April | February 24 | March 3 | The Home Issue SPECIAL ADVERTISING SECTIONS: Interior Designer Spotlight Home Design Resource Guide Realtors of Distinction |
| May | March 28 | April 4 | The Travel Issue SPECIAL ADVERTISING SECTIONS: The Great Escape Discover Santa Ynez Valley |
| June | April 25 | May 2 | The Drinks Issue SPECIAL ADVERTISING SECTION: 805 Living Annual Cocktail Week |
| Summer Issue <i>(out early July)</i> | May 30 | June 6 | Summer Fun |
| September | July 25 | August 1 | Food & Wine SPECIAL ADVERTISING SECTIONS: Taste of the Vine (for wineries) Winemaker Wisdom (for wineries) Discover Paso Robles |
| October | August 27 | September 3 | Arts & Culture SPECIAL ADVERTISING SECTION: Realtors of Distinction |
| November | September 26 | October 3 | Giving Back Issue SPECIAL ADVERTISING SECTION: Giving Counts: Nonprofit Directory |
| December | October 27 | October 31 | Holiday Issue & Gift Guide SPECIAL ADVERTISING SECTION: Gifted |

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 at the end of January and the summer issue that will be distributed in early July.

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



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.

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