

2012 Editorial Calendar

MAGAZINE

JANUARY

CHICAGO BOAT SHOW ISSUE

Boat of the Year Issue,
Favorite Harbors, Alaska

Ad Close.....11/07/11
Material Due.....11/08/11
Subscriber Copies In Mail.....12/13/11
Newsstand On Sale.....12/27/11
Digital On Sale12/17/11

FEBRUARY

MIAMI BOAT SHOW ISSUE

Winter Projects and New Electronics,
National Parks

Ad Close.....12/05/11
Material Due.....12/08/11
Subscriber Copies In Mail.....01/10/12
Newsstand On Sale.....01/24/12
Digital On Sale01/14/12

MARCH

SUMMER CHARTERS AND DESTINATIONS

Florida Panhandle

Ad Close.....01/05/12
Material Due.....01/06/12
Subscriber Copies In Mail.....02/07/12
Newsstand On Sale.....02/21/12
Digital On Sale02/11/12

APRIL

OAKLAND BOAT SHOW ISSUE

Fitting Out, West Across the Caribbean

Ad Close.....02/06/12
Material Due.....02/08/12
Subscriber Copies In Mail.....03/06/12
Newsstand On Sale.....03/20/12
Digital On Sale03/10/12

MAY

LET'S GO SAILING AND SMALL BOAT ADVENTURES

Electronics

Ad Close.....03/05/12
Material Due.....03/07/12
Subscriber Copies In Mail.....04/03/12
Newsstand On Sale.....04/17/12
Digital On Sale04/07/12

JUNE

ANNUAL MULTIHULL SPECIAL

Chris White Cats

Ad Close.....04/05/12
Material Due.....04/09/12
Subscriber Copies In Mail.....05/08/12
Newsstand On Sale.....05/22/12
Digital On Sale05/12/12

JULY

FAVORITE HARBORS

Essential Electronics, Lake Superior

Ad Close.....05/07/12
Material Due.....05/09/12
Subscriber Copies In Mail.....06/05/12
Newsstand On Sale.....06/19/12
Digital On Sale06/09/12

AUGUST

ANNUAL CHARTER ISSUE

Bare Boat Charters, South From
Alaska to Seattle

Ad Close.....06/05/12
Material Due.....06/06/12
Subscriber Copies In Mail.....07/10/12
Newsstand On Sale.....07/24/12
Digital On Sale07/14/12

SEPTEMBER

NEWPORT BOAT SHOW ISSUE

Sail South

Ad Close.....07/05/12
Material Due.....07/06/12
Subscriber Copies In Mail.....08/07/12
Newsstand On Sale.....08/21/12
Digital On Sale.....08/11/12

OCTOBER

ANNAPOLIS BOAT SHOW ISSUE

New Boats, Hawaii and Beyond

Ad Close.....08/06/12
Material Due.....08/08/12
Subscriber Copies In Mail.....09/11/12
Newsstand On Sale.....09/25/12
Digital On Sale.....09/15/12

NOVEMBER

ANNUAL SAFETY AT SEA ISSUE

New Rules For Sailing Around The World

Ad Close.....09/05/12
Material Due.....09/06/12
Subscriber Copies In Mail.....10/09/12
Newsstand On Sale.....10/23/12
Digital On Sale10/12/12

DECEMBER

SAIL GREEN ISSUE

Crewed Charters, Winter Escapes,
Six Great Cruisers

Ad Close.....10/05/12
Material Due.....10/09/12
Subscriber Copies In Mail.....11/06/12
Newsstand On Sale.....11/20/12
Digital On Sale11/10/12

