

2012 EDITORIAL CALENDAR

# WHAT WE DO

**S**PORT FISHING excites its readers about their sport with up-to-date information and insight on fisheries, destinations, techniques, rigs and products. Editors share knowledge that empowers educated and sophisticated readers to safeguard the future of their sport.

## JANUARY

### BOATING EMPHASIS

Boats: Performance, Fishability and Engine Quantification • Piñas Bay, Panama • Adrift on the Reefs Off Key West

Close Date..... 11/1/11  
 Material Due.....11/3/11  
 On Sale .....12/27/11

## FEBRUARY

### INSHORE EMPHASIS

Spectacular Sight-Fishing Fisheries • Rio Indio, Nicaragua • The Far Side of Down Under (Exmouth, Western Australia)

Close Date.....12/6/11  
 Material Due..... 12/8/11  
 On Sale .....1/24/12

## MARCH

### TRAVEL EMPHASIS

Trailer-Boat Getaways • Shallow-Water Dynamite British Columbia: As Wild as It Gets

Close Date.....1/3/12  
 Material Due.....1/5/12  
 On Sale .....2/21/12

## APRIL

### TOURNAMENTS

Red Tide! Bull Reds Schooling at the Surface • Light-Tackle Stripers • Fishing Gone Wild, Part II

Close Date.....1/31/12  
 Material Due..... 2/2/12  
 On Sale ..... 3/20/12

## MAY

### ELECTRONICS EMPHASIS

Kayak Fishing: Great Fisheries and Power Options Electronics Upgrades • White Sturgeon Can Jump!

Close Date..... 3/7/12  
 Material Due.....3/8/12  
 On Sale ..... 4/24/12

## JUNE

### OFFSHORE EMPHASIS

The Shark Issue • Southern California Lingcod Tricks Stars 'n Stripers Forever

Close Date.....4/3/12  
 Material Due..... 4/5/12  
 On Sale .....5/22/12

## JULY/AUGUST

### HOW-TO

The Night Bite: Tuna, Tarpon and SoCal White Sea Bass • Run 'n Gun/Jig 'n Pop Bluefin • Open-Water Jigging in Venice, Louisiana

Close Date.....5/8/12  
 Material Due.....5/10/12  
 On Sale ..... 6/26/12

## SEPTEMBER/OCTOBER

### FALL BOAT SHOW

Wahoo! Top Spots, Proven Tactics and Fascinating Biology • Sport Fishermen's Voters' Guide • Lunkers of Calcasieu Lake, Louisiana

Close Date.....7/2/12  
 Material Due.....7/5/12  
 On Sale ..... 8/21/12

## NOVEMBER/DECEMBER

### TACKLE

Trolling — the Sure Way to Connect • New Gear Premiere • The Ultimate Slam (1,000+ Species and Counting)

Close Date..... 9/11/12  
 Material Due..... 9/13/12  
 On Sale ..... 10/30/12

EDITORIAL CONTENT IS SUBJECT TO CHANGE