

2012 Editorial Calendar

MAGAZINE

JANUARY/FEBRUARY

BOAT OF THE YEAR ISSUE

Chicago Boat Show Issue

Ad Close11/14/11
Material Due11/16/11
Subscriber Copies In Mail.....12/20/11
Newsstand On Sale.....01/03/12
Digital On Sale.....12/24/11

MARCH

THE INTERVIEW ISSUE

Olympic Trials Wrap-up, J/105 Class at 20 Years

Ad Close.....01/11/12
Material Due.....01/13/12
Subscriber Copies In Mail.....02/14/12
Newsstand On Sale.....02/28/12
Digital On Sale.....02/18/12

APRIL

COLLEGE SAILING ISSUE

Key West Race Week

Ad Close.....02/08/12
Material Due.....02/10/12
Subscriber Copies In Mail.....03/13/12
Newsstand On Sale.....03/27/12
Digital On Sale.....03/17/12

MAY

OFFSHORE RACING

Volvo Ocean Race

Ad Close.....03/07/12
Material Due.....03/09/12
Subscriber Copies In Mail.....04/10/12
Newsstand On Sale.....04/24/12
Digital On Sale.....04/14/12

JUNE

RACING ON A BUDGET

How-To Weather Hoists, Grass-Roots Regattas

Ad Close.....04/11/12
Material Due.....04/13/12
Subscriber Copies In Mail.....05/15/12
Newsstand On Sale.....05/29/12
Digital On Sale.....05/19/12

JULY/AUGUST

OFFICIAL OLYMPIC PROGRAM

Best Double-Handed Dinghy, Four Best Dinghy Regattas

Ad Close.....05/09/12
Material Due.....05/11/12
Subscriber Copies In Mail.....06/12/12
Newsstand On Sale.....06/26/12
Digital On Sale.....06/16/12

SEPTEMBER

NEWPORT SHOW ISSUE

Electronics, Olympics, Volvo Ocean Race

Ad Close.....07/11/12
Material Due.....07/13/12
Subscriber Copies In Mail.....08/14/12
Newsstand On Sale.....08/28/12
Digital On Sale.....08/18/12

OCTOBER

50th ANNIVERSARY ISSUE

Annapolis Boat Show Issue

Ad Close.....08/15/12
Material Due.....08/17/12
Subscriber Copies In Mail.....09/18/12
Newsstand On Sale.....10/02/12
Digital On Sale.....09/22/12

NOVEMBER/DECEMBER

THE FUTURE OF SAILING

Olympic Games Going Forward

Ad Close.....09/12/12
Material Due.....09/14/12
Subscriber Copies In Mail.....10/16/12
Newsstand On Sale.....10/30/12
Digital On Sale.....10/20/12

