

EDITORIAL CALENDAR 2017



Weekend Getaways, June 2016

“BEST IN THE U.S.”

CITY AND REGIONAL MAGAZINE ASSOCIATION, 2016, 2013, 2012, 2002, 1998, 1992

		NEWS STAND	AD CLOSE	ART DUE
JAN	THE HOW TO ISSUE Ad Sections: Travel; Annual Retirement Guide for North Texas; Collin County Medical Directory, Image 2017	DEC 8	NOV 11	NOV 15
FEB	50 BEST BARS Ad Section: Travel	JAN 12	DEC 2	DEC 6
MAR	TRINITY PARK PLAN Ad Sections: Aesthetic Beauty; Private School Guide; Travel Event: Best Doctors in Collin County	FEB 16	JAN 13	JAN 17
APR	CHEAP EATS Ad Sections: Best Doctors in Collin County profiles; Travel Event: Best Lawyers in Dallas	MAR 16	FEB 17	FEB 21
MAY	REASONS TO LOVE DALLAS Ad Sections: Best Lawyers in Dallas profiles; Private School Guide; Travel	APR 20	MAR 24	MAR 28
JUN	TRAVEL Ad Section: Travel Events: Best Real Estate Agents; Best Mortgage Professionals	MAY 18	APR 21	APR 25
JUL	REAL ESTATE/BEST NEIGHBORHOODS Ad Sections: Best Realtor, Mortgage, Insurance in Dallas profiles; Travel Event: Best of Big D	JUN 22	MAY 26	MAY 31
AUG	DALLAS COWBOYS PREVIEW ISSUE Ad Sections: Attorneys of Excellence; Travel Event: Best Dentists in Dallas	JUL 20	JUN 23	JUN 27
SEP	BEST OF BIG D Ad Sections: Best Dentists in Dallas, Guide to Plastic Surgery; Travel Event: Best Doctors in Dallas	AUG 17	JUL 14	JUL 18
OCT	BEST DOCTORS AND PEDIATRIC SPECIALISTS IN DALLAS Ad Sections: Best Doctors in Dallas profiles; Private School Guide; Travel	SEP 14	AUG 18	AUG 22
NOV	OUR FAVORITE DOWNTOWNS, BEST FINANCIAL PLANNERS IN DALLAS Ad Sections: Best Financial Planners/Wealth Managers in Dallas profiles; Top Medical Centers; Family Law; Travel	OCT 12	SEP 15	SEP 19
DEC	BEST NEW RESTAURANTS IN DALLAS Ad Sections: Travel; Holiday Gift Guide; December Days of Giveaways; Celebrating the Best profiles Event: Best New Restaurants	NOV 16	OCT 20	OCT 24