

# EDITORIAL CALENDAR

JANUARY

**Retrofits** Gear: Downwind sails, accessories

▶ Ad Close Date 11/10/16 Copy Due Date 11/15/16 On Sale Date 12/26/16

FEBRUARY

**Boat Buying Guide** Gear: Galley gizmos

▶ Ad Close Date 12/12/17 Copy Due Date 12/15/17 On Sale Date 1/29/17

MARCH

**Fitting Out** Gear: Handheld electronics & new electronics

▶ Ad Close Date 1/10/17 Copy Due Date 1/16/17 On Sale Date 2/26/17

APRIL

**Charters** Gear: Sailing gear

▶ Ad Close Date 2/10/17 Copy Due Date 2/15/17 On Sale Date 3/26/17

MAY

**Small Boats** Gear: Bottom paint

▶ Ad Close Date 3/10/17 Copy Due Date 3/15/17 On Sale Date 4/28/16

JUNE

**Learn to Sail** Gear: Going aloft & Great sailing apps

▶ Ad Close Date 4/10/17 Copy Due Date 4/14/17 On Sale Date 5/26/17

JULY/AUG.

**Safety at Sea** Gear: Life jackets

▶ Ad Close Date 5/24/17 Copy Due Date 5/30/17 On Sale Date 6/26/17

SEPTEMBER

**Charters** Gear: Docking and anchoring gear

▶ Ad Close Date 7/10/17 Copy Due Date 7/14/17 On Sale Date 8/25/17

OCTOBER

**New Boats & Multihulls** Gear: Electric winches & small parts

▶ Ad Close Date 8/10/17 Copy Due Date 8/15/17 On Sale Date 9/25/17

NOV./DEC.

**Family Sailing** Gear: Watches & Sailing gear for kids

Gifts for sailors (special ad section and editorial)

▶ Ad Close Date 9/22/17 Copy Due Date 9/27/17 On Sale Date 10/30/17

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