

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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