

## EDITORIAL CALENDAR

### FEBRUARY 2012

AD CLOSE: DECEMBER 22

FEATURE STORY: BBQ WARS

### MARCH 2012

AD CLOSE: JANUARY 23

FEATURE STORIES:  
WHERE TO EAT NOW  
SOUTHWEST AIRLINES

### APRIL 2012

AD CLOSE: FEBRUARY 23

COVER STORY:  
40TH ANNIVERSARY OF THE  
BIRTH OF OUTLAW COUNTRY

### MAY 2012

AD CLOSE: MARCH 23

COVER STORY: GREAT DRIVES

### JUNE 2012

AD CLOSE: APRIL 23

FEATURE STORY:  
DALLAS (THE TV SHOW)  
AND LARRY HAGMAN

### SEPTEMBER 2012

AD CLOSE: JULY 23

COVER STORY:  
HOW TO RAISE A TEXAN

### NOVEMBER 2012

AD CLOSE: SEPTEMBER 21

COVER STORY:  
THE FOOD ISSUE

### DECEMBER 2012

AD CLOSE: OCTOBER 23

COVER STORY:  
WILLIE NELSON AS  
SANTA CLAUS

### JANUARY 2013

AD CLOSE: NOVEMBER 21

COVER STORY:  
BUM STEER AWARDS

## SPECIAL ADVERTISING SECTIONS

### JANUARY 2012

Ad close: November 4

- ☆ Houston and Beyond
- \* Innovations in Education
- Let's Rodeo! (closes November 1)

### FEBRUARY

Ad close: December 5

- \* Achievements and Innovations in Healthcare
- + Lone Stars Shining
- Fifty Plus
- Arizona

### MARCH

Ad close: January 5

- Spring Travel Planner
- (Reader Response Card)

- ☆ Fort Worth
- Louisiana!
- Alabama Gulf Shores
- Hawaii
- Glacier Country

### APRIL

Ad close: February 6

- Tee Time
- Discovery, a Guide to Cultural Travel
- Panhandle Country
- Texas Super Lawyers/Rising Stars

### MAY

Ad close: March 5

- \* Great Escapes
- (Reader Response Card)
- New Mexico
- Visit Florida!
- Galveston Island/Bay Area Houston
- Arkansas
- Real Estate Professionals
- (Dallas/Fort Worth Area)

### JUNE

Ad close: April 5

- \* Learning Curve
- ☆ Austin and the Hill Country
- Colorado
- The Texas Coast
- Waco
- New Braunfels
- Real Estate Professionals
- (Houston Area, Austin/San Antonio/Central Texas Area)

### JULY

Ad close: May 4

- \* State of Health, MedCenter
- ☆ Best Game in Town

### AUGUST

Ad close: June 5

- Fall Travel Planner
- (Reader Response Card)
- ☆ Dallas and the Metroplex
- ▲ Home
- Wealth Managers
- (Dallas/Fort Worth Area)

### SEPTEMBER

Ad close: July 5

- South Padre Island
- Lubbock
- Wealth Managers (Houston Area, Austin/San Antonio/Central Texas Area)

### OCTOBER

Ad close: August 3

- \* State of Health, Women's Health
- ☆ San Antonio and the Heart of Texas
- \* Main Street, Texas
- ▲ Home
- Texas Super Lawyers

### NOVEMBER

Ad close: September 5

- Winter Retreats
- (Reader Response Card)

### DECEMBER

Ad close: August 15

- Texas Super Doctors
- Texas Super Dentists

JANUARY 2013 | Ad close: November 5

- ☆ Houston and Beyond
- \* Innovations in Education
- Let's Rodeo! (closes November 1)

FEBRUARY 2013 | Ad close: December 5

- \* Achievements and Innovations in Healthcare
- + Lone Stars Shining

MARCH 2013 | Ad close: January 4

- Spring Travel Planner
- (Reader Response Card)
- ☆ Fort Worth
- Louisiana!
- Alabama Gulf Shores

## KEY

☆ **Focus:** A page that includes copy and photos about a particular topic or destination.  $\frac{1}{3}$  vertical and  $\frac{1}{6}$ -formatted ads will be featured under a section banner, following the Focus page. Related businesses advertising in the same issue are featured in a "Resource Directory" that lists company name and contact information.

\* **50/50+25%:** Advertisers double the size of their full- or half-page ad in this section for a 25% premium. Ads face adjacent equivalent formatted space that features information about the advertiser or section topic. Formatted space layouts are produced by *Texas Monthly* using materials supplied by the advertiser.  $\frac{1}{3}$ - and  $\frac{1}{6}$ -page formatted ads are available but without equivalent space.

■ **Short Takes:** A section that presents paragraphs about advertisers, plus their contact information. (Does not apply to  $\frac{1}{6}$ -page ads.)

□ **Postcard or Out of Town:** A page that includes travel tips and information about a destination—Postcard designates out-of-state locales; Out of Town, Texas cities and towns.

▲ **Home:** Texas style reflected in how we furnish, decorate, and accent our homes. [an added-value opportunity for advertisers running in the same issue]

+ **Lone Stars Shining, The Best Companies to Work for in Texas:** An independent group tabulates the rankings and we publish the results of this annual report.

## IN EVERY ISSUE

**The Arts, A Cultural Showcase:** Full- and half-page four-color ads showcase galleries and antique shops plus information on museums and the performing arts—both in and out of Texas. Ad closing is the 5th of the month, two months before issue date.

**Prime Properties:** A four-color formatted real estate section presenting land, ranches, estates, fine homes, and vacation property in and out of Texas. Ad closing is the 23rd of the month, two months before issue date.

For additional information, check with your *Texas Monthly* sales representative or contact Marilyn Plummer at 512-320-6976 or mplummer@texasmnthly.com.

Calendar is subject to change.