








2010-11 Editorial Calendar & Issue Close Dates

<u>Issue Date</u>	<u>Issue / Editorial Features</u>	<u>Ad Close</u>	<u>Materials Due</u>
 SEPTEMBER 2010 ON SALE 9/14/2010	SKI's Gear Guide A lifestyle and service-oriented Gear Guide.	7/23/2010	7/28/2010
 OCTOBER 2010 ON SALE 10/12/2010	SKI's Annual Top 50 Resort Survey The highly anticipated franchise issue recognizes the best resorts in skiing.	8/20/2010	8/25/2010
 NOVEMBER 2010 ON SALE 11/9/2010	SKI's Family Issue Tips, destinations, gear. All things family.	9/17/2010	9/22/2010
 DECEMBER 2010 ON SALE 12/7/2010	SKI's Lodging Issue The most important question after where should you ski is where should you stay. SKI helps answer that.	10/15/2010	10/20/2010
 JANUARY 2011 ON SALE 1/4/2011	SKI's Best Tips from the Top 10 Ski Schools Take it to the next level with instruction, by and from the best ski schools.	11/12/2010	11/17/2010
 FEBRUARY 2011 ON SALE 2/1/2011	SKI's North America's Best 50 Ski Runs A staff-and reader-generated guide to the top ski runs in North America.	12/10/2010	12/15/2010
MAR/APR 2011 ON SALE 3/1/2011	 SKI's Great Spring Deals Spring deals, last-minute trips, gear and accessories for skiing's happiest season.	2/8/2011	2/15/2011