

2010 Editorial Calendar

Monthly Special Sections: Each month *Outdoors Magazine* shines its spotlight on different areas of the outdoors world. Monthly special sections are multiple page spreads with a second cover written by select experts in their fields. In addition to monthly special sections, *Outdoors Magazine* has 30-40 columns written by real guides, industry experts, and the best in their fields. Our staff are die-hards who take the time out of their lives hunting and fishing to write.*



Monthly Special Sections

January	Final issue of Whitetails Only before it becomes a stand-alone magazine. Spotlight on women and whitetails.
February	Youth in the Outdoors. Stories, photo gallery, and many "touching and feel-good" stories.
March	Gear Preview. What's new and hot for 2010.
April	Everything Turkey. The most expansive turkey coverage ever featured in OM from the country's leading experts.
May	Women in the Outdoors. Fishing and turkey hunting edition.
June	Fly Fishing Spotlight. 25 best places to fly fish in the East, hard-core for the seasoned fly fishermen spotlighting cutting edge new flies, new gear reviews (rods, waders, line) guide's tips, and much more.
July	Archery Round-Up. Technical gear reviews, best archery animals ever harvested in the Northeast, advanced tactics, stands, 3-D shooting feature, traditional vs. conventional, crossbow debates.
August	Women in the Outdoors. Big game edition.
September	Sportsmen Overcoming Disabilities in the Outdoors. A portion of all ad proceeds from this second annual section will be donated to the Pine Grove Program. A heavy PR push will be made to veterans and the military.
October	Gun Guide. Long distance tips, scope suggestions, small arms hunting, best guns for women and youth, black powder advancements, and the best black powder bucks.
November	Women in the Outdoors. Spotlight on success—intense stories, pictures, the best women hunters, and more.
December	Whitetails Only. A special insert from our new magazine with 25 pages of intense deer hunting coverage.

Additional Monthly Coverage

Advanced ice fishing from pike to panfish.
Best bucks of 2009 from PA, NY, ME, VT, NH, MA, and OH.
All aspects of predator hunting including calling, proper firearms, and decoys.
Late season ice pike fishing, early season trout secrets, and spring salmon tune-up.
Trolling, spring fishing, advanced turkey tactics including calling, shooting, and cooking wild turkeys.
How to win a fishing derby, pre-season boat preparation, pros and cons of boat mooring, back-pond brook trout tips, and youth turkey stories.
ATV spotlight, saltwater fishing, spring bass fishing, summer hunting options, home defense for the "Hunting gun" homeowner, and long-range target shooting.
Great Lakes salmon fishing preview, tactical shooting, Whitetail previews for PA, NY, OH, MI, VT, ME, NH, MA. Man-eaters: harrowing bear hunting stories, and what you should know before you hire a guide.
Birds and Fowl—a focus on dogs, training, duck boats, pheasant hunting, goose tactics, camo, and more. Also deer scouting, trail cam tips, and archery tune-ups.
Fall fishing, small game hunting, autumn turkeys, deer debates, and scouting tips.
Whitetail spotlight—a comprehensive white-tail hunting guide from scents to clothing, hooting and trophy stories, and more.
An extremely hunting-oriented issue covering small game, birds, and dogs.