2019 EDITORIAL CALENDAR

Plan Your Marketing Year Around Our Specially Focused Features

JANUARY
ADVERTISING DEADLINES
Space Booking: November 9 | Ad Materials Due: November 16

SPECIAL ADVERTISING SECTIONS
» State of the Art: ARIZONA
» Western Auctions Directory

ADDITIONAL DISTRIBUTION
» Symposium, Denver Art Museum, Denver, CO (Media Sponsor)
» Brian Lebel’s Old West Show & Auction, Mesa, AZ (Media Sponsor)
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» LA Art Show, Los Angeles, CA (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Coors Western Art Exhibit & Sale, Denver, CO
» Arizona Bonus Distribution

FEBRUARY
ADVERTISING DEADLINES
Space Booking: December 7 | Ad Materials Due: December 14

SPECIAL ADVERTISING SECTIONS
» State of the Art: CALIFORNIA
» Collector’s Focus: Roaming the West
» Collector’s Focus: Winter Lands

ADDITIONAL DISTRIBUTION
» Masters of the American West, Autry Museum of the American West, Los Angeles, CA (Media Sponsor)
» Southeastern Wildlife Expo, Charleston, SC (Media Sponsor)
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» Copley’s Winter Sale, Charleston, SC
» American Miniatures, Settlers West Galleries, Tucson, AZ
» California Bonus Distribution

MARCH
ADVERTISING DEADLINES
Space Booking: January 7 | Ad Materials Due: January 18

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Western Landscapes
» State of the Art: COLORADO
» Out West Art Show & Sale Feature
» Cowgirl Up! Feature

ADDITIONAL DISTRIBUTION
» Out West Art Show & Sale, Great Falls, MT
» Heard Museum Guild Indian Fair & Market, Phoenix, AZ (Media Sponsor)
» Cowgirl Up!, Desert Caballeros Western Museum, Wickenburg, AZ (Media Sponsor)
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» The Russell, C.M. Russell Museum, Great Falls, MT (Media Sponsor)
» March in Montana, Great Falls, MT
» Colorado Bonus Distribution
APRIL

ADVERTISING DEADLINES
Space Booking: February 8 | Ad Materials Due: February 15

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Painting the Old West
» Collector’s Focus: Emerging Artists
» State of the Art: TEXAS

ADDITIONAL DISTRIBUTION
» Scottsdale Art Auction, Scottsdale, AZ (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Altermann Galleries & Auctioneers Auction, Scottsdale, AZ
» Cattlemen’s Western Art Show & Sale, Paso Robles, CA
» San Dimas Annual Fine Art Show, San Dimas, CA
» Wildlife & Western Visions Art Show, Plainsmen Gallery, St. Petersburg, FL
» Night of Artists Art Sale & Exhibition, Briscoe Western Art Museum, San Antonio, TX
» Trappings of Texas, Museum of the Big Bend, Alpine, TX
» Texas Bonus Distribution

MAY

ADVERTISING DEADLINES
Space Booking: March 8 | Ad Materials Due: March 15

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Art of the Horse
» Collector’s Focus: Painting Canyons & Deserts
» State of the Art: NEW MEXICO
» Phippen Museum Western Art Show & Sale Feature
» Oil Painters of America National Juried Exhibition Feature
» American Women Artists Exhibition Feature

ADDITIONAL DISTRIBUTION
» Canyon Road Spring Art Festival, Santa Fe, NM (Media Sponsor)
» Phippen Museum Western Art Show & Sale, Prescott, AZ (Media Sponsor)
» Looking West: An Exhibition Highlighting Works by American Women Artists, Steamboat Art Museum, Steamboat Springs, CO (Media Sponsor)
» Oil Painters of America National Juried Exhibition (Media Sponsor)
» American Plains Artists Annual Juried Exhibition (Media Sponsor)
» Summer Show, Settlers West Galleries, Tucson, AZ
» Western Art Association, National Fine Art Show & Auction, Ellensburg, WA
» New Mexico Bonus Distribution

JUNE

ADVERTISING DEADLINES
Space Booking: April 8 | Ad Materials Due: April 19

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Women of the West
» Collector’s Focus: Painting Mountains
» State of the Art: OKLAHOMA

ADDITIONAL DISTRIBUTION
» Prix de West Invitational, Oklahoma City, OK
» Brian Lebel’s Cody Old West Show & Auction (Media Sponsor)
» History Meets the Arts, Lord Nelson’s, Gettysburg, PA
» Gala & Fine Art Auction, Museum of Northern Arizona, Flagstaff, AZ
» Oklahoma Bonus Distribution
2019 EDITORIAL CALENDAR Continued

JULY
ADVERTISING DEADLINES
Space Booking: May 10 | Ad Materials Due: May 17

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Western Sculpture
» Collector’s Focus: Painting the National Parks
» State of the Art: WYOMING

ADDITIONAL DISTRIBUTION
» Coeur d’Alene Art Auction, Reno, NV (Media Sponsor)
» Rocky Mountain Plein Air Painters Plein Air in the Park (Media Sponsor)
» Cheyenne Frontier Days & Western Art Show, Cheyenne, WY
» Copley’s Sporting Art Sale, Plymouth, MA
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Wyoming Bonus Distribution

AUGUST
ADVERTISING DEADLINES
Space Booking: June 7 | Ad Materials Due: June 14

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Barns & Farms
» Collector’s Focus: Winged Creatures
» State of the Art: MONTANA
» Hold Your Horses Exhibition Feature
» Artists for Conservation Feature

ADDITIONAL DISTRIBUTION
» Phippen Museum Hold Your Horses! Exhibition & Sale, Prescott, AZ (Media Sponsor)
» Objects of Art Show, Santa Fe, NM (Media Sponsor)
» The Antique American Indian Art Show, Santa Fe, NM (Media Sponsor)
» Artists for Conservation Festival (Media Sponsor)
» Altermann Galleries & Auctioneers Auction, Santa Fe, NM
» A Timeless Legacy, Hockaday Museum of Art, Kalispell, MT
» Bighorn Rendezvous Art Show & Sale, The Brinton Museum, Big Horn, WY
» Montana Bonus Distribution

SEPTEMBER
ADVERTISING DEADLINES
Space Booking: July 8 | Ad Materials Due: July 19

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Wildlife Art
» Society of Animal Artists Special Feature

ADDITIONAL DISTRIBUTION
» Buffalo Bill Western Art Show and Sale, Cody, WY (Media Sponsor)
» Society of Animal Artists Annual Art & the Animal Exhibition (Media Sponsor)
» Grand Canyon Celebration of Art, Grand Canyon, AZ
» Quest for the West Art Show & Sale, Indianapolis, IN
» Western Visions: Miniatures and More Show & Sale, Jackson, WY
» Jackson Hole Art Auction, Jackson, WY
» Jackson Hole Fall Arts Festival, Jackson, WY
» The Legacy Gallery, Jackson, WY
» Trailside Galleries, Jackson, WY
» Miniatures by the Lake, Coeur d’Alene Galleries, Coeur d’Alene, ID
2019 EDITORIAL CALENDAR Continued

OCTOBER
ADVERTISING DEADLINES
Space Booking: August 9 | Ad Materials Due: August 16

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Visions of the Fall
» Western Museums Directory
» State of the Art: UTAH

ADDITIONAL DISTRIBUTION
» Cowboy Artists of America Exhibition & Sale, Oklahoma City, OK (Media Sponsor)
» Traditional Cowboy Arts Association Exhibition & Sale, Oklahoma City, OK (Media Sponsor)
» Cherokee Art Market, Catoosa, OK (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Red Rock Arts Festival, Moab, UT (Media Sponsor)
» Utah Bonus Distribution

NOVEMBER
ADVERTISING DEADLINES
Space Booking: September 9 | Ad Materials Due: September 18

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Sporting Art
» Collector’s Focus: Western Small Works and Miniatures

ADDITIONAL DISTRIBUTION
» Waterfowl Festival, Easton, MD (Media Sponsor)
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)
» Plein Air Painters of New Mexico Members Show (Media Sponsor)
» Mountain Oyster Club Contemporary Western Art Show & Sale, Tucson, AZ
» Great American West Show, Settlers West Gallery, Tucson, AZ
» Heritage Auctions, Dallas, TX
» Small Works, Great Wonders, National Cowboy & Western Heritage Museum, Oklahoma City, OK
» Santa Fe Art Auction, Santa Fe, NM
» Sotheby’s American Art Auction, New York, NY
» Christie’s American Art Auction, New York, NY

DECEMBER
ADVERTISING DEADLINES
Space Booking: October 7 | Ad Materials Due: October 18

SPECIAL ADVERTISING SECTIONS
» Collector’s Focus: Art of the Cowboy
» Western Art East of the Mississippi
» Western Holiday Gift Guide

ADDITIONAL DISTRIBUTION
» Holiday Miniature Shows in Texas, New Mexico, Utah, Arizona & Colorado
» Altermann Galleries & Auctioneers Auction, Santa Fe, NM
» Scottsdale ArtWalk, Scottsdale, AZ (Media Sponsor)