2017 EDITORIAL CALENDAR

Plan Your Marketing Year Around Our Specially Focused Features

JANUARY
ADVERTISING DEADLINES
Space Booking: November 7 | Ad Materials Due: November 11

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

ADDITIONAL DISTRIBUTION
» WinterWest Symposium, Denver Art Museum, Denver, CO (Media Sponsor)
» Brian Lebel’s High Noon Show & Auction, Mesa, AZ (Media Sponsor)
» Celebration of Fine Art, Scottsdale, AZ (Media Sponsor)
» LA Art Show, Los Angeles, CA (Media Sponsor)
» Coors Western Art Exhibit & Sale, Denver, CO
» Texas Fine Art Auction, David Dike Fine Art, Dallas, TX
» Art on the Asphalt ArtWalk, Scottsdale, AZ (Media Sponsor)
» Arizona Bonus Distribution

FEBRUARY
ADVERTISING DEADLINES
Space Booking: December 9 | Ad Materials Due: December 16

SPECIAL ADVERTISING SECTIONS
» State of the Art: CALIFORNIA
» Roaming the West Special Feature

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)
» ARTsmart Dinner & Auction, Santa Fe, NM (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
» Marin Show: Art of the Americas, San Rafael, CA (Media Sponsor)

MARCH
ADVERTISING DEADLINES
Space Booking: January 6 | Ad Materials Due: January 13

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

ADDITIONAL DISTRIBUTION
» Out West Art Show & Sale Feature, Great Falls, MT (Media Sponsor)
» 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)
» The Russell, C.M. Russell Museum, Great Falls, MT
» March in Montana, Great Falls, MT
» Cattleman’s Western Art Show & Sale, Paso Robles, CA
» Group Show, The Legacy Gallery, Scottsdale, AZ
» Wildlife Discovery, Trailside Galleries, Jackson, WY
» New West ArtWalk, Scottsdale, AZ (Media Sponsor)
» Colorado Bonus Distribution

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APRIL
ADVERTISING DEADLINES
Space Booking: February 10 | Ad Materials Due: February 17
SPECIAL ADVERTISING SECTIONS
» Painting the Old West Special Feature
» State of the Art: TEXAS
ADDITIONAL DISTRIBUTION
» Scottsdale Art Auction, Scottsdale, AZ (Media Sponsor)
» San Dimas Annual Fine Art Show, San Dimas, CA (Media Sponsor)
» Altermann Galleries & Auctioneers Auction, Scottsdale, AZ
» East Meets West Show, Trailside Galleries, Scottsdale, AZ
» Wildlife & Western Visions Art Show, Plainsmen Gallery, St. Petersburg, FL
» Night of Artists Art Sale & Exhibition, the Briscoe Western Art Museum, San Antonio, TX
» Video ArtWalk, Scottsdale, AZ (Media Sponsor)
» Texas Bonus Distribution

MAY
ADVERTISING DEADLINES
Space Booking: March 10 | Ad Materials Due: March 17
SPECIAL ADVERTISING SECTIONS
» Art of the Horse Special Feature
» State of the Art: NEW MEXICO
» Phippen Museum Western Art Show & Sale Feature
ADDITIONAL DISTRIBUTION
» Canyon Road Spring Art Festival, Santa Fe, NM (Media Sponsor)
» Phippen Museum Western Art Show & Sale, Prescott, AZ (Media Sponsor)
» Fredericksburg Art Auction, Fredericksburg, TX
» Heritage Auctions, Dallas, TX
» Summer Show, Settlers West Galleries, Tucson, AZ
» New Mexico Bonus Distribution
» Western Art Association, National Fine Art Show & Auction, Ellensburg, WA

JUNE
ADVERTISING DEADLINES
Space Booking: April 12 | Ad Materials Due: April 19
SPECIAL ADVERTISING SECTIONS
» Women of the West Special Feature
» State of the Art: OKLAHOMA
ADDITIONAL DISTRIBUTION
» Prix de West Invitational, Oklahoma City, OK
» Brian Lebel’s Old West Show & Auction (Media Sponsor)
» Eiteljorg Museum Indian Market, Indianapolis, IN
» Maynard Dixon Campout, Thunderbird Foundation for the Arts, Mt. Carmel, UT
» Oklahoma Bonus Distribution
JULY
ADVERTISING DEADLINES
Space Booking: May 8 | Ad Materials Due: May 12
SPECIAL ADVERTISING SECTIONS
» Painting the National Parks Special Feature
» Western Sculpture Special Feature
» 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)
» American Plains Artists Annual Juried Exhibition (Media Sponsor)
» Cheyenne Frontier Days & Western Art Show, Cheyenne, WY
» Copley’s Sporting Art Sale, Plymouth, MA
» International ArtWalk, Scottsdale, AZ (Media Sponsor)
» Wyoming Bonus Distribution

AUGUST
ADVERTISING DEADLINES
Space Booking: June 9 | Ad Materials Due: June 16
SPECIAL ADVERTISING SECTIONS
» State of the Art: MONTANA
» Winged Creatures Special Feature
» Barns & Farms Special Feature
» Hold Your Horses Exhibition Feature
» Heart of the West Art Show & Sale Feature
ADDITIONAL DISTRIBUTION
» Phippen Museum Hold Your Horses! Exhibition & Sale, Prescott, AZ (Media Sponsor)
» SWAIA Santa Fe Indian Market, Santa Fe, NM (Media Sponsor)
» The Santa Fe Show Objects of Art, Santa Fe, NM (Media Sponsor)
» The Antique American Indian Art Show Santa Fe, Santa Fe, NM (Media Sponsor)
» Heart of the West Art Show & Sale, Bozeman, MT (Media Sponsor)
» Whitehawk Antique Indian & Ethnographic Art Show, Santa Fe, NM
» Altermann Galleries & Auctioneers Auction, Santa Fe, NM
» Western Classics, Trailside Galleries, Jackson, WY
» Montana Bonus Distribution

SEPTEMBER
ADVERTISING DEADLINES
Space Booking: July 7 | Ad Materials Due: July 14
SPECIAL ADVERTISING SECTIONS
» Wildlife Art Special Feature
» Society of Animal Artists Special Feature
ADDITIONAL DISTRIBUTION
» Grand Canyon Celebration of Art, Grand Canyon, AZ
» Buffalo Bill Western Art Show and Sale, Cody, WY (Media Sponsor)
» Society of Animal Artists Annual Art & the Animal Exhibition (Media Sponsor)
» Heart of the West Art Show & Sale, Cœur d’Alene, ID
» 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, Cœur d’Alene Galleries, Cœur d’Alene, ID
2017 EDITORIAL CALENDAR Continued

OCTOBER

ADVERTISING DEADLINES
Space Booking: August 11 | Ad Materials Due: August 18

SPECIAL ADVERTISING SECTIONS
» Visions of the Fall Special Feature
» 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
» Southeastern Cowboy Festival and Symposium, Booth Museum, Cartersville, GA
» 43rd Anniversary ArtWalk, Scottsdale, AZ (Media Sponsor)
» Utah Bonus Distribution

NOVEMBER

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

SPECIAL ADVERTISING SECTIONS
» Sporting Art Special Feature
» Western Small Works and Miniatures Special Feature
» NCHA’s The Art of Cutting Western Art Show & Sale Feature

ADDITIONAL DISTRIBUTION
» Waterfowl Festival, Easton, MD (Media Sponsor)
» National Cutting Horse Association’s The Art of Cutting Western Art Show & Sale (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, Oklahoma City, OK
» 6th annual Fall for the Arts ArtWalk, Scottsdale, AZ (Media Sponsor)
» Scottsdale Fall for the Arts, Scottsdale, AZ
» Altermann Galleries & Auctioneers Auction, Santa Fe, NM
» Santa Fe Art Auction, Santa Fe, NM
» Sotheby’s American Paintings, Drawings & Sculpture Auction, New York, NY
» Christie’s Important American Paintings, Drawings & Sculpture Auction, New York, NY

DECEMBER

ADVERTISING DEADLINES
Space Booking: October 11 | Ad Materials Due: October 20

SPECIAL ADVERTISING SECTIONS
» Art of the Cowboy Special Feature
» Western Holiday Gift Guide

ADDITIONAL DISTRIBUTION
» Art of the American Cowboy, Las Vegas, NV
» Holiday Miniature Shows in Texas, New Mexico, Utah, Arizona & Colorado
» Fiesta Bowl ArtWalk, Scottsdale, AZ (Media Sponsor)