

FEBRUARY/MARCH	APRIL/MAY	JUNE/JULY
<p><b>101 BEST WESTERN EVENTS</b> Our Definitive Roundup of the Country's Top Western Events</p> <p><b>Travel</b> The Southwest, including New Mexico, Arizona, Utah and Colorado</p> <p><b>Gear</b> Boots</p> <p><b>Advertising Deadlines</b> <b>Ad Close:</b> November 4, 2009 <b>Materials Due:</b> November 11, 2009 <b>On Sale:</b> January 5, 2010</p>	<p><b>THE ANNUAL TRAVEL ISSUE</b> Essential Information for Planning the Perfect Western Vacation</p> <p><b>Travel</b> The Great Plains, including North Dakota, South Dakota, Nebraska and Kansas</p> <p><b>Gear</b> Jeans and Shirts for Spring</p> <p><b>Advertising Deadlines</b> <b>Ad Close:</b> January 6, 2010 <b>Materials Due:</b> January 13, 2010 <b>On Sale:</b> March 9, 2010</p>	<p><b>THE ADVENTURE ISSUE</b> The Ultimate Guide for Active Adventures</p> <p><b>Travel</b> The Northwest, including Washington, Oregon and Idaho</p> <p><b>Gear</b> Hats</p> <p><b>Advertising Deadlines</b> <b>Ad Close:</b> March 10, 2010 <b>Materials Due:</b> March 17, 2010 <b>On Sale:</b> May 11, 2010</p>
AUGUST/SEPTEMBER	OCTOBER/NOVEMBER	DECEMBER/JANUARY
<p><b>THE ENTERTAINMENT ISSUE</b> Western Celebrity and Entertainment News</p> <p><b>Travel</b> The Northern Rockies, including Montana and Wyoming</p> <p><b>Gear</b> Guns and Knives</p> <p><b>Advertising Deadlines</b> <b>Ad Close:</b> May 5, 2010 <b>Materials Due:</b> May 12, 2010 <b>On Sale:</b> July 13, 2010</p>	<p><b>THE RODEO ISSUE</b> In Depth Coverage of the Pro Rodeo and Bull Riding Season</p> <p><b>Travel</b> Texas and Oklahoma</p> <p><b>Gear</b> Jeans and Shirts for Fall</p> <p><b>Advertising Deadlines</b> <b>Ad Close:</b> July 7, 2010 <b>Materials Due:</b> July 14, 2010 <b>On Sale:</b> September 7, 2010</p>	<p><b>THE ANNUAL GIFT GUIDE</b> Unique and Distinctly Western Gifts for Everyone on Your List</p> <p><b>Travel</b> The Pacific, including California and Nevada</p> <p><b>Gear</b> Belts and Buckles</p> <p><b>Advertising Deadlines</b> <b>Ad Close:</b> September 8, 2010 <b>Materials Due:</b> September 15, 2010 <b>On Sale:</b> November 9, 2010</p>

*Editorial content is subject to change.*