

JANUARY		Ad Close
Mar	Weekly/Bi-Weekly Cover Wraps	1/3
Apr	Monthly Cover Wraps	1/3
Feb	News	1/3
Mar	Business	1/3
Mar	Entertainment	1/3
Mar	Thought Leader	1/3
Apr	Beauty	1/3
Apr	Food 360°	1/3
Apr	Healthy Living	1/3
Apr	Hispanic	1/3
Apr	Living Well	1/3
Apr	Luxury	1/3
Apr	Men's Lifestyle	1/3
Apr	Modern Family	1/3
Apr	Style & Design	1/3

FEBRUARY		Ad Close
Apr	Weekly/Bi-Weekly Cover Wraps	2/6
May	Monthly Cover Wraps	2/6
Mar	News	2/6
Apr	Business	2/6
Apr	Entertainment	2/6
Apr	Thought Leader	2/6
May	Beauty	2/6
May	Food 360°	2/6
May	Healthy Living	2/6
May	Living Well	2/6
May	Luxury	2/6
May	Men's Lifestyle	2/6
May	Modern Family	2/6
May	Style & Design	2/6
May	Hispanic	n/a

MARCH		Ad Close
May	Weekly/Bi-Weekly Cover Wraps	3/6
Jun	Monthly Cover Wraps	3/6
Apr	News	3/6
May	Business	3/6
May	Entertainment	3/6
May	Thought Leader	3/6
Jun	Beauty	3/6
Jun	Food 360°	3/6
Jun	Healthy Living	3/6
Jun	Hispanic	3/6
Jun	Living Well	3/6
Jun	Luxury	3/6
Jun	Men's Lifestyle	3/6
Jun	Modern Family	3/6
Jun	Style & Design	3/6

APRIL		Ad Close
Jun	Weekly/Bi-Weekly Cover Wraps	4/3
Jul	Monthly Cover Wraps	4/3
May	News	4/3
Jun	Business	4/3
Jun	Entertainment	4/3
Jun	Thought Leader	4/3
Jul	Beauty	4/3
Jul	Food 360°	4/3
Jul	Healthy Living	4/3
Jul	Living Well	4/3
Jul	Luxury	4/3
Jul	Men's Lifestyle	4/3
Jul	Modern Family	4/3
Jul	Style & Design	4/3
Jul	Hispanic	n/a

MAY		Ad Close
Jul	Weekly/Bi-Weekly Cover Wraps	5/1
Aug	Monthly Cover Wraps	5/1
Jun	News	5/1
Jul	Business	5/1
Jul	Entertainment	5/1
Jul	Thought Leader	5/1
Aug	Beauty	5/1
Aug	Luxury	5/1
Aug	Men's Lifestyle	5/1
Aug	Modern Family	5/1
Aug	Food 360°	n/a
Aug	Healthy Living	n/a
Aug	Hispanic	n/a
Aug	Living Well	n/a
Aug	Style & Design	n/a

JUNE		Ad Close
Aug	Weekly/Bi-Weekly Cover Wraps	6/5
Sep	Monthly Cover Wraps	6/5
Jul	News	6/5
Aug	Business	6/5
Aug	Entertainment	6/5
Aug	Thought Leader	6/5
Sep	Beauty	6/5
Sep	Food 360°	6/5
Sep	Healthy Living	6/5
Sep	Hispanic	6/5
Sep	Living Well	6/5
Sep	Luxury	6/5
Sep	Men's Lifestyle	6/5
Sep	Modern Family	6/5
Sep	Style & Design	6/5

JULY		Ad Close
Sep	Weekly/Bi-Weekly Cover Wraps	7/5
Oct	Monthly Cover Wraps	7/5
Aug	News	7/5
Sep	Business	7/5
Sep	Entertainment	7/5
Sep	Thought Leader	7/5
Oct	Beauty	7/5
Oct	Food 360°	7/5
Oct	Healthy Living	7/5
Oct	Hispanic	7/5
Oct	Living Well	7/5
Oct	Luxury	7/5
Oct	Men's Lifestyle	7/5
Oct	Modern Family	7/5
Oct	Style & Design	7/5

AUGUST		Ad Close
Oct	Weekly/Bi-Weekly Cover Wraps	8/1
Nov	Monthly Cover Wraps	8/1
Sep	News	8/1
Oct	Business	8/1
Oct	Entertainment	8/1
Oct	Thought Leader	8/1
Nov	Beauty	8/1
Nov	Food 360°	8/1
Nov	Healthy Living	8/1
Nov	Living Well	8/1
Nov	Luxury	8/1
Nov	Men's Lifestyle	8/1
Nov	Modern Family	8/1
Nov	Style & Design	8/1
Nov	Hispanic	n/a

SEPTEMBER		Ad Close
Nov	Weekly/Bi-Weekly Cover Wraps	9/5
Dec	Monthly Cover Wraps	9/5
Oct	News	9/5
Nov	Business	9/5
Nov	Entertainment	9/5
Nov	Thought Leader	9/5
Dec	Beauty	9/5
Dec	Food 360°	9/5
Dec	Healthy Living	9/5
Dec	Hispanic	9/5
Dec	Living Well	9/5
Dec	Luxury	9/5
Dec	Men's Lifestyle	9/5
Dec	Modern Family	9/5
Dec	Style & Design	9/5

OCTOBER		Ad Close
Dec	Weekly/Bi-Weekly Cover Wraps	10/2
Nov	News	10/2
Dec	Business	10/2
Dec	Entertainment	10/2
Dec	Thought Leader	10/2

NOVEMBER		Ad Close
Dec	News	11/6

COVER WRAP PROGRAMS

Items due 1 week prior to Ad Close:
 IO/Contract
 Prelim Cover Wrap Artwork
 List orders and/or Client-supplied Lists
 AAM Pre-Approval (at least one week prior)

Items due by Ad Close deadline:
 Welcome Letter or Postcard Copy
 Final Cover Wrap Artwork

Mid-Month Starts:
 Mid-Month start programs must be confirmed by Ad Close; inquire with Ad Services for issue dates and material deadlines.
 PLEASE NOTE: All Mid-Month start programs must run the same creative on the first two issues and throughout the following month.