

JANUARY		Ad Close
Mar	Weekly/Bi-Weekly Cover Wraps	1/4
Apr	Monthly Cover Wraps	1/4
Feb	News	1/4
Mar	Business	1/4
Mar	Thought Leader	1/4
Apr	Healthy Living	1/4
Apr	Beauty	1/11
Apr	Men's Lifestyle	1/11
Apr	Style & Design	1/11
Mar	Entertainment	1/19
Apr	Hispanic	1/19
Apr	Luxury	1/19

FEBRUARY		Ad Close
May	Monthly Cover Wraps	2/1
Mar	News	2/1
Apr	Business	2/1
Apr	Thought Leader	2/1
May	Healthy Living	2/1
May	Style & Design	2/1
Apr	Weekly/Bi-Weekly Cover Wraps	2/8
Apr	Entertainment	2/16
May	Beauty	2/16
May	Luxury	2/16
May	Men's Lifestyle	2/16
May	Hispanic	n/a

MARCH		Ad Close
May	Weekly/Bi-Weekly Cover Wraps	3/1
Jun	Monthly Cover Wraps	3/1
Apr	News	3/1
May	Business	3/1
May	Thought Leader	3/1
Jun	Healthy Living	3/1
May	Entertainment	3/14
Jun	Beauty	3/14
Jun	Hispanic	3/14
Jun	Luxury	3/14
Jun	Men's Lifestyle	3/14
Jun	Style & Design	3/14

APRIL		Ad Close
Jun	Weekly/Bi-Weekly Cover Wraps	4/4
Jul	Monthly Cover Wraps	4/4
May	News	4/4
Jun	Business	4/4
Jun	Thought Leader	4/4
Jul	Beauty	4/4
Jul	Healthy Living	4/4
Jun	Entertainment	4/18
Jul	Luxury	4/18
Jul	Men's Lifestyle	4/18
Jul	Style & Design	4/18
Jul	Hispanic	n/a

MAY		Ad Close
Jul	Weekly/Bi-Weekly Cover Wraps	5/2
Aug	Monthly Cover Wraps	5/2
Jun	News	5/2
Jul	Business	5/2
Jul	Thought Leader	5/2
Aug	Beauty	5/9
Aug	Men's Lifestyle	5/9
Jul	Entertainment	5/16
Aug	Luxury	5/16
Aug	Healthy Living	n/a
Aug	Hispanic	n/a
Aug	Style & Design	n/a

JUNE		Ad Close
Aug	Weekly/Bi-Weekly Cover Wraps	6/6
Sep	Monthly Cover Wraps	6/6
Jul	News	6/6
Aug	Business	6/6
Aug	Thought Leader	6/6
Sept	Healthy Living	6/6
Sep	Beauty	6/13
Sep	Hispanic	6/13
Sep	Luxury	6/13
Sep	Men's Lifestyle	6/13
Sep	Style & Design	6/13
Aug	Entertainment	6/20

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	Thought Leader	7/5
Oct	Healthy Living	7/5
Oct	Beauty	7/11
Oct	Men's Lifestyle	7/11
Oct	Style & Design	7/11
Sep	Entertainment	7/18
Oct	Hispanic	7/18
Oct	Luxury	7/18

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	Thought Leader	8/1
Nov	Healthy Living	8/8
Nov	Men's Lifestyle	8/8
Nov	Style & Design	8/8
Oct	Entertainment	8/15
Nov	Beauty	8/15
Nov	Luxury	8/15
Nov	Hispanic	n/a

SEPTEMBER		Ad Close
Nov	Weekly/Bi-Weekly Cover Wraps	9/6
Dec	Monthly Cover Wraps	9/6
Oct	News	9/6
Nov	Business	9/6
Nov	Thought Leader	9/6
Dec	Healthy Living	9/6
Dec	Beauty	9/12
Dec	Hispanic	9/12
Dec	Luxury	9/12
Dec	Men's Lifestyle	9/12
Dec	Style & Design	9/12
Nov	Entertainment	9/19

OCTOBER		Ad Close
Dec	Weekly/Bi-Weekly Cover Wraps	10/3
Nov	News	10/3
Dec	Business	10/3
Dec	Thought Leader	10/3
Dec	Entertainment	10/17

NOVEMBER		Ad Close
Dec	News	11/1

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.