

# 2020 EDITORIAL CALENDAR

ALL AD MATERIALS ARE DUE ON THE AD CLOSE DATE.

ISSUE DATE	EDITORIAL FEATURES	AD CLOSE
January 6 (Digital)	- Sentry Tournament of Champions coverage	December 23
January 13 (Digital)	- Sony Open coverage	December 30
January 20 (Digital)	- The American Express coverage	January 6
January 27 (Digital)	- Farmer's coverage	January 13
February 3 (Digital)	- Waste Management coverage	January 20
February 10 (Digital)	- Pebble Beach coverage	January 27
February 17 (Digital)	- Genesis coverage	February 3
<b>JAN/FEB (2/24) - PRINT #1</b>	- Spring equipment guide Club fitting series: Following 2-3 golfers through the process Travel: Australia's Kings Island Looking ahead to The Players Championship	<b>FEBRUARY 7</b>
March 2 (Digital)	- The Honda Classic coverage	February 17
March 9 (Digital)	- Arnold Palmer Invitational coverage	February 24
March 16 (Digital)	- The PLAYERS Championship coverage	March 2
<b>MARCH (3/23) - PRINT #2</b>	- Masters Preview Travel: Where to play during Masters week Looking ahead to ANA Inspiration Equipment: What to do with \$50, \$200, \$500 or \$1,500	<b>MARCH 6</b>
March 30 (Digital)	- WGC-Dell Technologies Match Play coverage	March 16
April 6 (Digital)	- Valero Texas Open coverage	March 23
<b>APRIL/MAY (4/14) - PRINT #3</b> (Tuesday close)	- Masters review What is the secret to longevity in golf? Equipment: Drivers you want to hit Looking ahead to PGA Championship, Harding Park Travel: Austin Texas, features on renovated RTJ courses	<b>MARCH 27</b>
April 20 (Digital)	- RBC Heritage coverage	April 6
April 27 (Digital)	- Zurich Classic coverage	April 13
May 4 (Digital)	- Wells Fargo Championship coverage	April 20
May 11 (Digital)	- AT&T Byron Nelson coverage	April 27
May 18 (Digital)	- PGA Championship coverage	May 4
May 25 (Digital)	- Charles Schwab Challenge coverage	May 11
<b>JUNE (6/1) - PRINT #4</b>	- U.S. Open preview Travel: New Zealand Equipment: Today's irons Looking ahead to KPMG Women's PGA Championship	<b>MAY 15</b>
June 8 (Digital)	- The Memorial coverage	May 25
June 15 (Digital)	- RBC Canadian Open coverage	June 1
June 22 (Digital)	- U.S. Open coverage	June 8
June 29 (Digital)	- Travelers Championship coverage	June 15
<b>JULY/AUG (7/6) - PRINT #5</b>	- British Open preview Looking ahead to the Olympic tournaments "The Best Golf Tip I Ever Received" Travel: Cabot St. Lucia	<b>JUNE 19</b>
July 13 (Digital)	- John Deere Classic coverage	June 29
July 20 (Digital)	- British Open coverage	July 6
July 27 (Digital)	- 3M Open coverage	July 13

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August 3 (Digital)	- Olympic men's golf tournament coverage	July 20
August 10 (Digital)	- Wyndham Championship coverage	July 27
August 17 (Digital)	- The Northern Trust coverage	August 3
August 24 (Digital)	- BMW Championship coverage	August 10
<b>SEPT/OCT (8/31) - PRINT #6</b>	- Ryder Cup preview PGA Tour season in review Travel: Golf boom in Wisconsin College preview - Big hitters this fall	<b>AUGUST 14</b>
September 7 (Digital)	- Colleges: Golfweek's list of Best College Courses	August 24
September 14 (Digital)	- BMW PGA Championship (Euros) coverage	August 31
September 21 (Digital)	- Ryder Cup preview	September 7
September 28 (Digital)	- Ryder Cup coverage	September 14
October 5 (Digital)	- Golfweek's list of Best Courses in GB&I	September 21
October 12 (Digital)	- Golfweek's list of Best Courses in Canada	September 28
October 19 (Digital)	- TBA	October 5
October 26 (Digital)	- TBA	October 12
November 2 (Digital)	- TBA	October 19
<b>NOV/DEC (11/9) - PRINT #7</b>	- Money issue Equipment: Make your gear last longer Travel: Biloxi, Miss. for casinos Travel: GWB Casino List Holiday gift guide for accessories, apparel	<b>OCTOBER 23</b>
November 16 (Digital)	- TBA	November 2
November 23 (Digital)	- RSM Classic coverage	November 9
November 30 (Digital)	- LPGA season in review	November 16
December 7 (Digital)	- TBA	November 23
December 14 (Digital)	- TBA	November 30
December 21 (Digital)	- TBA	December 7

## STAND ALONE TRAVEL/REAL ESTATE ISSUES

<b>MAY 11</b>	<b>- BEST COURSES</b>	<b>4/3</b>
<b>DECEMBER 7</b>	<b>- ULTIMATE GUIDE TO GOLF COURSE LIVING AND GREAT ESCAPES</b>	<b>11/6</b>

FOR SERIOUS GOLFERS  
**Golfweek**