



Minnesota Outdoor News - 2017 Editorial Calendar

OVER 160,500 SPORTSMEN WILL SEE YOUR AD! EVERY WEEK!

| JANUARY | Issue Date | Ad Copy/Space Deadline |
|---------|--------------------|---|
| | Jan. 6 Issue 1 | Launching the New Year:..... Dec. 28 <ul style="list-style-type: none"> • <i>Planning your 2017 Canadian and Western big game hunting trips</i> • <i>Gun talk: Backwoods sidearms tutorial, plus state-by-state permit-to-carry rules</i> |
| | Jan. 13 Issue 2 | The Heart of Hard Water:.....Jan. 4 <ul style="list-style-type: none"> • <i>Tungsten ice jigs: versatile, nontoxic, ragingly effective, and sonar-friendly</i> • <i>Why would I purchase a \$100 ice fishing rod?</i> ❖ MINNESOTA SPORTSMEN'S, BOAT & VACATION SHOW — ST. PAUL, MN (1/12-1/15) |
| | Jan. 20 Issue 3 | Cylinder Index Issue:.....Jan. 11 <ul style="list-style-type: none"> • <i>The Outdoor News Product Review: Roundup of new boat motors and trolling motors for 2017</i> • <i>The Outdoor Steward: First call for land management help – federal and state agencies</i> ❖ MINNEAPOLIS BOAT SHOW — MINNEAPOLIS, MN (1/19 - 1/22) |
| | Jan. 27 Issue 4 | Great New Boats for 2017:.....Jan. 19 <ul style="list-style-type: none"> • <i>The Outdoor News Product Review: A look at new fishing watercraft for 2017</i> • <i>All the rage: Fishing kayaks taking the angling world by storm</i> |

| FEBRUARY | Issue Date | Ad Copy/Space Deadline |
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| | Feb. 3 Issue 5 | Cabin Fever Remedies:.....Jan. 26 <ul style="list-style-type: none"> • <i>Indoor shooting range etiquette – handguns and beyond</i> • <i>Back to Basics: Lure colors. Which color when and why</i> |
| | Feb. 10 Issue 6 | Electronics Special:.....Feb. 1 <ul style="list-style-type: none"> • <i>Newest craze: What's an airbow and should I consider buying one?</i> • <i>Latest and greatest features on a modern fishing sonar unit</i> ❖ LACROSSE BOAT, SPORTS, TRAVEL, RV & HUNTING SHOW — LACROSSE, WI (2/9-2/12) ❖ ST. CLOUD SPORTSMEN'S SHOW — ST. CLOUD, MN (2/10-2/12) |
| | Feb. 17 Issue 7 | Wood Duck Challenge:.....Feb. 8 <ul style="list-style-type: none"> • <i>Top 5 communities for shooting the all-American snow goose</i> • <i>Outdoor Steward: Investing in a trail and all-around land management mower</i> ❖ DULUTH BOAT, SPORTS, TRAVEL AND RV SHOW — DULUTH, MN (2/15-2/19) ❖ PHEASANT FEST — MINNEAPOLIS, MN (2/17-2/19) |
| | Feb. 24 Issue 8 | Managing Big Fish Special:.....Feb. 16 <ul style="list-style-type: none"> • <i>The Outdoor News Product Review: New fishing line</i> • <i>Bass'n Plan: 2017 national bass fishing tournament preview</i> |

• Specific articles ❖ Sport Shows (bonus circulation)

MARCH

| Issue Date | | Ad Copy/Space Deadline |
|----------------------|--|------------------------|
| March 3 Issue 9 | New Turkey Gear 2017: • <i>Field of Dreams: Incredible setups that work for spring gobblers</i> ❖ RED RIVER VALLEY SPORTSMENS BOAT, CAMPING & VACATION SHOW — FARGO, ND (3/2-3/5) | Feb. 23 |
| March 10 Issue 10 | Spring Deer Break:..... • <i>New hunting products from 2017 SHOT and ATA shows</i> • <i>Bass'n Plan: Which fishing line when? Choosing from the many styles of feature-loaded lines</i> ❖ OUTDOOR NEWS DEER & TURKEY CLASSIC — ST. PAUL, MN (3/10-3/12) | March 1 |
| March 17 Issue 11 | Eve of Spring:..... • <i>Bass'n Plan: Results from 2017 Bassmasters Classic</i> • <i>Outdoor Steward: We want a shrubbery. A look at shrubs to benefit wildlife</i> | March 9 |
| March 24 Issue 12 | The Shooting Sportsman:..... • <i>What I learned at a concealed carry class</i> • <i>Last minute sighting-in of that deadly grouse gun</i> ❖ 85TH ANNUAL NORTHWEST SPORTSHOW — MINNEAPOLIS, MN (3/23-3/26) | March 15 |
| March 31 Issue 13 | Open Water Preview: • <i>Flyfishing –IX through 12X – Which rod when?</i> • <i>The Outdoor News Product Review: Sorting out the latest and greatest rods and reels</i> | March 23 |

APRIL

| Issue Date | | Ad Copy/Space Deadline |
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| April 7 Issue 14 | Food Plots and Cool Tools: • <i>Outdoor Steward: Airguns and other tools for controlling chipmunks and exotic trash birds</i> | March 30 |
| April 14 Issue 15 | Techno Angler:..... • <i>Beyond auto mode: Setting up your sonar unit properly</i> • <i>Outfitting an angling kayak with modern, functional gadgets</i> | April 6 |
| April 21 Issue 16 | Heady Days of Spring: • <i>Avoiding ticks: high-tech clothing and repellants</i> • <i>Hooks buyer's guide: sizes, quality, and chemical treated vs. regular</i> | April 13 |
| April 28 Issue 17 | Minnesota Fishing Opener Special Edition: • <i>The Outdoor News Product Review: What's new in lures for 2017</i> | April 19 |

MAY

| Issue Date | | Ad Copy/Space Deadline |
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| May 5 Issue 18 | Spinnerbait Special 2017: • <i>Exploring this all-American, patriotic, versatile, multi-species lure</i> | April 27 |
| May 12 Issue 19 | Eve of Pike and Walleye Opener:..... • <i>Glen Schmitt's open water Minnesota lakes preview</i> • <i>Bombing tactics for soft-water walleyes</i> | May 4 |
| May 19 Issue 20 | Hawgin' Time!: • <i>Bass'n Plan: Top concepts for open water 2017</i> • <i>Get a load of them snappers... dealing with big turtles</i> | May 11 |
| May 26 Issue 21 | Muskie Opener Preview: • <i>Muskies (and big pike) by fly rod</i> | May 18 |

JUNE

| Issue Date | | Ad Copy/Space Deadline |
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| June 2 Issue 22 | Father's Day Gift Guide 2017: • <i>Gift ideas for the fabulous sporting dad</i> • <i>Blank check: Building the ultimate compound bow setup</i> | May 24 |
| June 9 Issue 23 | Those Great Lakes!:..... • <i>Booking a Lake Michigan charter for coldwater species</i> • <i>Beyond trout and salmon: Other top species on the greatest of lakes</i> | June 1 |
| June 16 Issue 24 | Summer Shooters Clinic: • <i>Firearms bling-bling: Tricking out your AR-15</i> • <i>Building your ultimate long-range rifle for big game hunting</i> | June 8 |
| June 23 Issue 25 | Fall Afield Success Starts Now!: • <i>New smartphone apps for in the field or on the water</i> • <i>Outdoor Steward: Soil tested, wildlife approved. Interpreting a soil test</i> | June 15 |
| June 30 Issue 26 | The Great Summer Fishing Special Edition:..... • <i>New, unusual, or otherwise interesting live bait options</i> • <i>Gearing up for the growing sport of bowfishing</i> | June 22 |

JULY

Issue Date

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| July 7 Issue 27 | Dog Training Season Preview:..... <ul style="list-style-type: none"> • <i>Puppy love: Get control of your future hunting dog now</i> • <i>A history of hounds: How many dog breeds are linked to hunting?</i> | June 28 |
| July 14 Issue 28 | Better Fall Accuracy Special:..... <ul style="list-style-type: none"> • <i>Going the distance: Extending your effective archery shooting range</i> • <i>Handgunning: Popular calibers for target, personal protection, and law enforcement</i> | July 6 |
| July 21 Issue 29 | Taking Optics to the Next Level:..... <ul style="list-style-type: none"> • <i>Perfect Pairing: Choosing the right scope – whitetails vs. Western vs. heavy caliber vs.... (etc.)</i> • <i>Scope options for the AR-15 platform rifle</i> | July 13 |
| July 28 Issue 30 | The Archer – Bowhunting 2017:..... <ul style="list-style-type: none"> • <i>The latest and greatest in compounds and crossbows for 2017</i> • <i>Reports from ICAST 2017</i> | July 20 |

AUGUST

Issue Date

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| Aug. 4 Issue 31 | Canine Conundrum – Untrue!:..... <ul style="list-style-type: none"> • <i>New dog training tools and gear for hunting with your canine</i> • <i>Heading to the Dakotas, and other points west, for prairie dog shooting</i> | July 27 |
| Aug. 11 Issue 32 | ATVs 2017:..... <ul style="list-style-type: none"> • <i>Profiling the latest machines in the Great American quad marketplace</i> • <i>The Outdoor News Product Review: New bowhunting accessories</i> • <i>GAME FAIR — RAMSEY, MN (8/11-8/13) OFFICIAL SHOW PROGRAM</i> | Aug. 2 |
| Aug. 18 Issue 33 | Early Canada Geese:..... <ul style="list-style-type: none"> • <i>Small-scale goose man: Outfitting for quick, early-season Canada geese hunting</i> • <i>Outdoor Steward: Planting perennial grasses throughout the summer</i> • <i>GAME FAIR — RAMSEY, MN (8/18-8/20) OFFICIAL SHOW PROGRAM</i> | Aug. 9 |
| Aug. 25 Issue 34 | The Outdoor News Small Game Preview:..... <ul style="list-style-type: none"> • <i>Small caliber rifles for rabbits, squirrels and varmints, plus the annual ruffed grouse forecast!</i> • <i>MINNESOTA STATE FAIR — ST. PAUL, MN - 1ST EDITION (STARTS 8/24)</i> | Aug. 16 |

SEPTEMBER

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| Sept. 1 Issue 35 | Archery Preview:..... <ul style="list-style-type: none"> • <i>Hanging in the balance: Stabilizing your bow for more confident shooting</i> • <i>Home at your range: Building a personal archery range –target styles, safety considerations</i> • <i>MINNESOTA STATE FAIR — ST. PAUL, MN - 2ND EDITION (ENDS 9/4)</i> | Aug. 23 |
| Sept. 8 Issue 36 | Waterfowl Outlook 2017:..... <ul style="list-style-type: none"> • <i>American teal hunting opportunities: Midwest and beyond</i> • <i>Game changers afield: Five tactics to up your waterfowling odds</i> | Aug. 30 |
| Sept. 15 Issue 37 | Prime Time Hunting:..... <ul style="list-style-type: none"> • <i>Selecting a wing-shooting shotgun – most bang for your buck</i> • <i>Gearing up to stick a wilderness whitetail this fall</i> | Sept. 7 |
| Sept. 22 Issue 38 | The Game's Afoot:..... <ul style="list-style-type: none"> • <i>Options and tactics: Honing your fall trail camera strategy</i> • <i>Fall turkey preview, plus spring 2018 turkey application deadlines</i> | Sept. 14 |
| Sept. 29 Issue 39 | Regional Pheasant Forecast:..... <ul style="list-style-type: none"> • <i>Firearms storage: Gun safes and other modern units</i> • <i>Fall fishing tactics for the biggest, niftiest, most aggressive fish o' the year!</i> | Sept. 21 |

OCTOBER

Issue Date

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| Oct. 6 Issue 40 | For When the Snow Flies:..... <ul style="list-style-type: none"> • <i>Winter boat storage rules and tips</i> • <i>Choosing a practical, quality winter predator hunting rifle</i> | Sept. 28 |
| Oct. 13 Issue 41 | Wild Game Cooking Special:..... <ul style="list-style-type: none"> • <i>Buying and tricking out a grill for wild game cooking</i> • <i>101 (well, maybe 21...) things to do with your deer</i> | Oct. 5 |
| Oct. 20 Issue 42 | Minnesota Deer Hunting Special Edition:..... <ul style="list-style-type: none"> • <i>The Outdoor News Forecast: 2017 firearms hunt zone-by-zone</i> • <i>Whitetails via .223: Handling an AR-15 during a cold deer hunt</i> | Oct. 12 |
| Oct. 27 Issue 43 | Modern Muzzleloading:..... <ul style="list-style-type: none"> • <i>Full-featured smokepoles: balanced, lightweight, easy to use, plus top performance</i> • <i>Cape Unfear: Proper handling tips to ensure a quality deer mount</i> | Oct. 19 |



NOVEMBER

| Issue Date | | Ad Copy/Space Deadline |
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| Nov. 3 Issue 44 | Winter Is Coming Preview: <ul style="list-style-type: none"> • <i>The Outdoor News Product Review: Ice primer: New Augers, shelters, heaters, and sleds</i> • <i>Winter walleye outlook for Minnesota's big lakes</i> • <i>Whitetail ammo considerations: The case for big, heavy bullets</i> | Oct. 26 |
| Nov. 10 Issue 45 | Winter Project:..... <ul style="list-style-type: none"> • <i>The techno ice man: Fully outfitted electronics for the hard water</i> • <i>PVC hunting projects: Build your own bow stand or archery target stand</i> | Nov. 1 |
| Nov. 17 Issue 46 | Back to the Basics of Hard Water: <ul style="list-style-type: none"> • <i>In your wheelhouse: Options and price ranges from A to Z</i> • <i>Guidelines for buying and accessorizing your portable fish house</i> ❖ <i>HARDWATER ICE FISHING EXPO — BLAINE, MN (11/17-11/19)</i> | Nov. 9 |
| Nov. 24 Issue 47 | Late Fall Cleanup:..... <ul style="list-style-type: none"> • <i>Outdoor Steward: Rejuvenating your aspen groves for grouse, deer, woodcock</i> • <i>Setting up an efficient gun-cleaning situation room</i> | Nov. 16 |

DECEMBER

| Issue Date | | Ad Copy/Space Deadline |
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| Dec. 1 Issue 48 | Top First-Ice Locations:..... <ul style="list-style-type: none"> • <i>The Outdoor News Product Review: New ice tackle, rods, reels, tip-ups, and lures</i> ❖ <i>ICE FISHING, SNOWMOBILE AND WINTER SPORT SHOW — ST. PAUL, MN (12/1-12/3)</i> | Nov. 21 |
| Dec. 8 Issue 49 | Christmas Gifts:..... <ul style="list-style-type: none"> • <i>Great holiday gift ideas, plus the annual book review</i> ❖ <i>ARROWHEAD ICE FISHING AND WINTER SHOW — DULUTH, MN (12/8-12/10)</i> | Nov. 30 |
| Dec. 15 Issue 50 | Off-Season Marksman: <ul style="list-style-type: none"> • <i>Should I consider frangible varmint bullets for big-game?</i> • <i>Youth trap shooting: An update on this growing sport/phenomenon</i> | Dec. 7 |
| Dec. 22 Issue 51 | Happy Holidays:..... <ul style="list-style-type: none"> • <i>Minnesota Youth Writing Contest winners</i> • <i>Pick of the ice-angling class: Finding the big boys in those under-ice schools</i> | Dec. 14 |
| Dec. 29 Issue 52 | Trappers Delight:..... <ul style="list-style-type: none"> • <i>Ultra late-season blackpowder opportunities for big game</i> • <i>Tracking the haunt canine: trapping methods for red fox</i> | Dec. 19 |

• Specific articles ❖ Sport Shows (bonus circulation)



Minnesota Outdoor News works for you!

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