



# Minnesota Outdoor News - 2018 Editorial Calendar

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		JANUARY	
		Issue Date	Ad Copy/Space Deadline
JANUARY	Jan. 5 Issue 1	Launching the New Year:..... Dec. 27 • <i>Planning your 2018 Canadian and Western big game hunting trips</i> • <i>Gun talk: The benefits of membership in an indoor gun range</i>	
	Jan. 12 Issue 2	The Heart of Hard Water:.....Jan. 3 • <i>Ice fishing: The whos, whats, whens, wheres, and whys of spring bobbers</i> • <i>Ice fishing 202: Dave Genz's tips for selecting a modern ice rod</i> ❖ MINNEAPOLIS BOAT SHOW — MINNEAPOLIS, MN (1/11-1/14)	
	Jan. 19 Issue 3	Cylinder Index Issue:.....Jan. 10 • <i>The Outdoor News Product Review: Roundup of new boat motors and trolling motors for 2018</i> • <i>The Outdoor Steward: Adding a building or shed to your recreational property</i> ❖ MINNESOTA SPORTSMEN'S BOAT, CAMPING & VACATION SHOW — ST. PAUL, MN (1/18-1/21)	
	Jan. 26 Issue 4	Great New Boats for 2018:.....Jan. 18 • <i>The Outdoor News Product Review: A look at new fishing watercraft for 2018</i> • <i>The ever-expanding world of kayaks and other solo watercraft</i>	

		FEBRUARY	
		Issue Date	Ad Copy/Space Deadline
FEBRUARY	Feb. 2 Issue 5	Cabin Fever Remedies:.....Jan. 25 • <i>Holster options for the permit-to-carry handgun owner</i> • <i>Thinking spring: Gearing up for an open-water, remote fishing trip</i>	
	Feb. 9 Issue 6	Technology Special:.....Jan. 31 • <i>New trends in clothing for every outdoors pursuit</i> • <i>Back to Basics: Marking fish on your hard-water fishfinder</i> ❖ ST. CLOUD SPORTSMEN'S SHOW — ST. CLOUD, MN (2/9-2/11)	
	Feb. 16 Issue 7	Wood Duck Challenge:.....Feb. 7 • <i>Best loads for high-flying spring snow geese</i> • <i>Outdoor Steward: Prairie grass and pollinators in your private wildlife management area</i> ❖ DULUTH BOAT, SPORTS, TRAVEL AND RV SHOW — DULUTH, MN (2/14-2/18)	
	Feb. 23 Issue 8	Managing Big Fish Special:.....Feb. 15 • <i>The Outdoor News Product Review: Fishing electronics options for the budget-conscious angler</i> • <i>Bass'n Plan: 2018 national bass fishing tournament preview</i>	

• Specific articles ❖ Sport Shows (bonus circulation)

# MARCH

Issue Date		Ad Copy/Space Deadline
March 2 Issue 9	New Turkey Gear 2018: ..... • <i>The latest and greatest advancements in modern turkey calls</i> ❖ RED RIVER VALLEY SPORTSMENS BOAT, CAMPING & VACATION SHOW — FARGO, ND (3/1-3/4)	Feb. 22
March 9 Issue 10	Spring Deer Break:..... • <i>New hunting products from 2018 SHOT and ATA shows</i> • <i>Bass'n Plan: 2018 spybait applications for largies and smallies</i> ❖ OUTDOOR NEWS DEER & TURKEY CLASSIC — ST. PAUL, MN (3/9-3/11)	Feb. 28
March 16 Issue 11	Eve of Spring:..... • <i>Ten turkey tips from 10 gobbler-hunting experts</i> • <i>Outdoor Steward: 5 ways to improve your land for deer hunting</i>	March 8
March 23 Issue 12	The Shooting Sportsman:..... • <i>Making the case for new modular handgunning options</i> • <i>Bass'n Plan: Results from 2018 Bassmaster Classic</i> ❖ 86TH ANNUAL NORTHWEST SPORTSHOW — MINNEAPOLIS, MN (3/22-3/25)	March 14
March 30 Issue 13	Open Water Preview: ..... • <i>A beginner's reliable and reasonably affordable multi-species flyfishing setup</i> • <i>The Outdoor News Product Review: Sorting out the latest and greatest rods and reels</i>	March 22

# APRIL

Issue Date		Ad Copy/Space Deadline
April 6 Issue 14	Food Plots and Cool Tools: ..... • <i>Outdoor Steward: Field to forest in 10 years – fast-growing shrub and tree options</i>	March 29
April 13 Issue 15	Techno Angler:..... • <i>Purchasing fishing shades: UV protection, polarization, and price points in sunglasses</i> • <i>The grand old days of bowfishing: Tackling this exploding sport</i>	April 5
April 20 Issue 16	Heady Days of Spring: ..... • <i>Eating clean: Fresh greens, mushrooms, and other foraging options</i> • <i>Kalashnikovs 101: Considering the AK platform rifle</i>	April 12
April 27 Issue 17	Minnesota Fishing Opener Special Edition: ..... • <i>The Outdoor News Product Review: What's new in lures for 2018?</i>	April 18

# MAY

Issue Date		Ad Copy/Space Deadline
May 4 Issue 18	Spoon Special 2018: ..... • <i>Options for this under-appreciated, but fully modernized lure system</i>	April 26
May 11 Issue 19	Eve of Pike and Walleye Opener:..... • <i>Glen Schmitt's grand open water Minnesota lakes preview</i> • <i>Incorporating slipbobbers into your walleye fishing regimen</i>	May 3
May 18 Issue 20	Hawgin' Time!: ..... • <i>Bass'n Plan: Top concepts for open water 2018</i> • <i>Pitching vs. flippin': Time to finally master this bass fishing concept?</i>	May 10
May 25 Issue 21	Muskie Opener Preview: ..... • <i>10 ways to amp up your muskie fishing game</i>	May 17

# JUNE

Issue Date		Ad Copy/Space Deadline
June 1 Issue 22	Father's Day Gift Guide 2018: ..... • <i>Gift ideas for the fabulous sporting dad</i> • <i>The travelin' catfisherman: The big channels of the north-flowing Red River</i>	May 23
June 8 Issue 23	Those Nifty Great Lakes!: ..... • <i>A year in the life of a Great Lakes salmon</i> • <i>Agency profile: Get to know the friendly U.S. Border Patrol</i>	May 31
June 15 Issue 24	Summer Shooters Clinic: ..... • <i>The burgeoning suppressor marketplace for modern rifles and handguns</i> • <i>Where and how to build your own AR- or AK-platform rifle</i>	June 7
June 22 Issue 25	Fall Afield Success Starts Now!: ..... • <i>Packing it in: Gear and athletic regimen for backcountry hunting this fall</i> • <i>Outdoor Steward: Plan now for mid-summer food plot plantings</i>	June 14
June 29 Issue 26	The Great Summer Fishing Special Edition:..... • <i>Wi-Fi on board: Connectivity improving fishing success on the water</i> • <i>Finding summer crappies: The mystery of suspended slabs</i>	June 21

# JULY

## Issue Date

## Ad Copy/Space Deadline

July 6 Issue 27	Dog Training Season Preview:..... <ul style="list-style-type: none"> <li>• <i>Building the perfect beast: Understanding your dog's nutrition and dietary needs</i></li> <li>• <i>All-American water breed: The disappearing Chesapeake</i></li> </ul>	June 27
July 13 Issue 28	Better Fall Accuracy Special:..... <ul style="list-style-type: none"> <li>• <i>Great White North Waterfowling: Planning a Canadian duck and goose hunting adventure</i></li> <li>• <i>Handgunning: Polymer construction vs. cold, hard steel</i></li> </ul>	July 5
July 20 Issue 29	Taking Technology to the Next Level:..... <ul style="list-style-type: none"> <li>• <i>The drone factor: Price options and understanding their ethical outdoor use</i></li> <li>• <i>Night vision scopes: How they work and practical, legal opportunities</i></li> </ul>	July 12
July 27 Issue 30	The Archer – Bowhunting 2018:..... <ul style="list-style-type: none"> <li>• <i>The latest and greatest in compounds for 2018</i></li> <li>• <i>Reports from ICAST 2018</i></li> </ul>	July 19

# AUGUST

## Issue Date

## Ad Copy/Space Deadline

Aug. 3 Issue 31	Canine Conundrum Solved!..... <ul style="list-style-type: none"> <li>• <i>New dog training tools and gear for hunting with your pup</i></li> <li>• <i>New, old-reliable: American bolt-action rifle options for big game in 2018</i></li> </ul>	July 26
Aug. 10 Issue 32	ATVs 2018:..... <ul style="list-style-type: none"> <li>• <i>Profiling the latest machines in the faithful quad marketplace</i></li> <li>• <i>The Outdoor News Product Review: The many and varied options in treestands</i></li> <li>• <i>GAME FAIR — RAMSEY, MN (8/10-8/12) OFFICIAL SHOW PROGRAM</i></li> </ul>	Aug. 1
Aug. 17 Issue 33	Early Canada Geese:..... <ul style="list-style-type: none"> <li>• <i>Hunting the parklands: Northwest Minnesota for ruffed, sharp-tailed, and spruce grouse.</i></li> <li>• <i>Field skills: How to judge a black bear?</i></li> <li>• <i>GAME FAIR — RAMSEY, MN (8/17-8/19) OFFICIAL SHOW PROGRAM</i></li> </ul>	Aug. 8
Aug. 24 Issue 34	The Outdoor News Small Game Preview:..... <ul style="list-style-type: none"> <li>• <i>The tactical small game hunter: Habitat and haunts for squirrels and rabbits</i></li> <li>• <i>MINNESOTA STATE FAIR — ST. PAUL, MN - 1ST EDITION (STARTS 8/23)</i></li> </ul>	Aug. 15
Aug. 31 Issue 35	Archery Preview:..... <ul style="list-style-type: none"> <li>• <i>Corner a buck: Locating prime whitetail bottlenecks and corridors</i></li> <li>• <i>Critical mass time for horizontal bows: 2018 review of new crossbows</i></li> <li>• <i>MINNESOTA STATE FAIR — ST. PAUL, MN - 2ND EDITION (ENDS 9/3)</i></li> </ul>	Aug. 22

# SEPTEMBER

## Issue Date

## Ad Copy/Space Deadline

Sept. 7 Issue 36	Waterfowl Outlook 2018:..... <ul style="list-style-type: none"> <li>• <i>New innovations and technology in duck and goose decoys</i></li> <li>• <i>Tips for improving your waterfowl identification skills</i></li> </ul>	Aug. 29
Sept. 14 Issue 37	Prime Time Hunting:..... <ul style="list-style-type: none"> <li>• <i>Now you see me, now you... latest in camouflage patterns</i></li> <li>• <i>Where can I still shoot a sage grouse in North America?</i></li> </ul>	Sept. 6
Sept. 21 Issue 38	The Game's Afoot:..... <ul style="list-style-type: none"> <li>• <i>Fall Bass'n Plan: Top tactics for the record hawks of autumn</i></li> <li>• <i>Fall turkey preview, plus spring 2019 turkey application deadlines</i></li> </ul>	Sept. 13
Sept. 28 Issue 39	Fowl Special:..... <ul style="list-style-type: none"> <li>• <i>Regional fall pheasant forecast for 2018</i></li> <li>• <i>16-gauge resurrection: The ultimate birding shotgun?</i></li> </ul>	Sept. 20

# OCTOBER

## Issue Date

## Ad Copy/Space Deadline

Oct. 5 Issue 40	Transition Season:..... <ul style="list-style-type: none"> <li>• <i>Low water, big fish: Fall river fishing via kayak</i></li> <li>• <i>The complete scent control program: Not just for bowhunting anymore!</i></li> </ul>	Sept. 27
Oct. 12 Issue 41	Wild Game Cooking Special:..... <ul style="list-style-type: none"> <li>• <i>Safely and tasty-ly: Proper procedures for canning wild game meat</i></li> <li>• <i>Making meat: The wide, wild world of meat grinders</i></li> </ul>	Oct. 4
Oct. 19 Issue 42	Minnesota Deer Hunting Special Edition:..... <ul style="list-style-type: none"> <li>• <i>The Outdoor News Forecast: 2018 firearms hunt zone-by-zone</i></li> <li>• <i>Prime mid-to late autumn Minnesota walleye destinations</i></li> </ul>	Oct. 11
Oct. 26 Issue 43	Modern Muzzleloading:..... <ul style="list-style-type: none"> <li>• <i>Boosting the accuracy factor from your smokepole</i></li> <li>• <i>Game of Bones: Prepping your antlers for the 60-day drying period</i></li> </ul>	Oct. 18



**NOVEMBER**

**Issue Date**

**Ad Copy/Space Deadline**

Nov. 2 Issue 44	Winter Is Coming Preview: ..... <ul style="list-style-type: none"> <li>• <i>The Outdoor News Product Review: New augers, heaters, shelters and sleds</i></li> <li>• <i>The vast and technologically savvy ice suit marketplace</i></li> <li>• <i>Destinations and tactics for late-season pheasants</i></li> </ul>	Oct. 25
Nov. 9 Issue 45	Winter Project:..... <ul style="list-style-type: none"> <li>• <i>Build a PVC ground blind for next spring's turkey hunt</i></li> <li>• <i>Minnesota's not-so-lost art of waterfowl decoy carving</i></li> </ul>	Nov. 1
Nov. 16 Issue 46	Back to the Basics of Hard Water: ..... <ul style="list-style-type: none"> <li>• <i>Brands and options for purchasing an ice-fishing wheelhouse</i></li> <li>• <i>New, unusual, and otherwise interesting innovations in ice-fishing reels</i></li> <li>❖ <i>HARD WATER ICE FISHING EXPO — NATIONAL SPORTS CENTER BLAINE, MN (11/16-11/18)</i></li> </ul>	Nov. 8
Nov. 23 Issue 47	Late Fall Cleanup:..... <ul style="list-style-type: none"> <li>• <i>Outdoor Steward: Tools for the job – tractors for the hobby farm land manager</i></li> <li>• <i>Investing in success: Top options for ice electronics</i></li> </ul>	Nov. 15
Nov. 30 Issue 48	Trappers Delight:..... <ul style="list-style-type: none"> <li>• <i>So you've decided to pin up a beaver hide... here's how</i></li> <li>• <i>Great holiday gift ideas, plus the annual book review</i></li> <li>❖ <i>ICE FISHING, SNOWMOBILE AND WINTER SPORT SHOW — ST. PAUL, MN (11/30-12/2)</i></li> </ul>	Nov. 21

**DECEMBER**

**Issue Date**

**Ad Copy/Space Deadline**

Dec. 7 Issue 49	Top First-Ice Locations:..... <ul style="list-style-type: none"> <li>• <i>The Outdoor News Product Review: New ice tackle, rods, reels, tip-ups, and lures</i></li> <li>❖ <i>ARROWHEAD ICE FISHING AND WINTER SHOW — DULUTH, MN (12/7-12/9)</i></li> </ul>	Nov. 28
Dec. 14 Issue 50	Early Ice Tactics: ..... <ul style="list-style-type: none"> <li>• <i>Three top locations for the aggressive walleyes of first ice</i></li> <li>• <i>What about perch? Tactics for December jumbos</i></li> </ul>	Dec. 6
Dec. 21 Issue 51	Off-Season Marksman: ..... <ul style="list-style-type: none"> <li>• <i>Ode to a classic: Owning and shooting the M1 Garand</i></li> <li>• <i>Youth trap shooting: Investing in a winning shotgun setup</i></li> </ul>	Dec. 13
Dec. 28 Issue 52	Happy Holidays:..... <ul style="list-style-type: none"> <li>• <i>Minnesota Youth Writing Contest Winners</i></li> <li>• <i>Real estate advice: Buying your dream cabin in 2019</i></li> </ul>	Dec. 18

• Specific articles ❖ Sport Shows (bonus circulation)



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