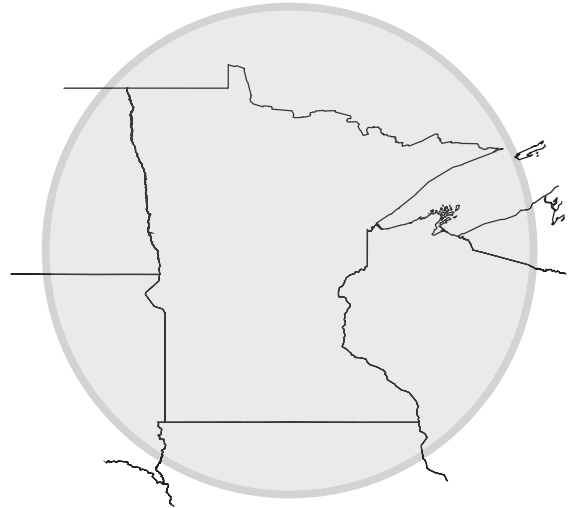




# Outdoor News

The Sportsman's Weekly



## Minnesota Outdoor News - 2019 Editorial Calendar

OVER 159,000 SPORTSMEN WILL SEE YOUR AD! EVERY WEEK!

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		JANUARY	
		Issue Date	Ad Copy/Space Deadline
JANUARY	Jan. 4 Issue 1	Launching the New Year:..... Dec. 26 • <i>Planning your 2019 Canadian and Western big game hunting trips</i> • <i>Gun talk: Disassembling a shotgun for a thorough winter cleaning</i>	
	Jan. 11 Issue 2	The Heart of Hard Water:.....Jan. 2 • <i>Ice fishing: Swimming lure techniques for aggressive hardwater walleyes</i> • <i>Ice fishing 202 with Dave Genz: Bluegill tips from the godfather of modern ice fishing</i> ❖ MINNESOTA SPORTSMEN'S BOAT, CAMPING & VACATION SHOW — ST. PAUL, MN (1/10-1/13)	
	Jan. 18 Issue 3	Cylinder Index Issue:.....Jan. 9 • <i>The Outdoor News Product Review: Roundup of new boat motors and trolling motors for 2019</i> • <i>The Outdoor Steward: Top tree planting options to attract wildlife</i>	
	Jan. 25 Issue 4	Great New Boats for 2019:.....Jan. 17 • <i>The Outdoor News Product Review: A look at new fishing watercraft for 2019</i> • <i>To peddle or paddle: How to purchase your first fishing kayak</i> ❖ MINNEAPOLIS BOAT SHOW — MINNEAPOLIS, MN (1/24-1/27)	

		FEBRUARY	
		Issue Date	Ad Copy/Space Deadline
FEBRUARY	Feb. 1 Issue 5	Cabin Fever Remedies:.....Jan. 24 • <i>Firearms collecting: A brief history of U.S. military rifles and sidearms</i> • <i>Thinking spring: Researching a Canadian fishing lodge and trip</i>	
	Feb. 8 Issue 6	Technology Special:.....Jan. 30 • <i>Modern baitcaster refinements: Driving backlashes extinct?</i> • <i>A game-changer in turkey-killing ammunition: Tungsten super shot</i> ❖ ST. CLOUD SPORTSMEN'S SHOW — ST. CLOUD, MN (2/8-2/10)	
	Feb. 15 Issue 7	Bluebird Challenge:.....Feb. 6 • <i>Planning and gearing up for Minnesota's March crow season</i> • <i>Outdoor Steward: Planning and building effective buffer strips and riparian zones</i> ❖ DULUTH BOAT, SPORTS, TRAVEL AND RV SHOW — DULUTH, MN (2/13-2/17)	
	Feb. 22 Issue 8	Managing Big Fish Special:.....Feb. 14 • <i>The Outdoor News Product Review: Fishing electronics options for the budget-conscious angler</i> • <i>Bass'n Plan: 2019 national bass fishing tournament preview</i>	

• Specific articles ❖ Sport Shows (bonus circulation)

# MARCH

Issue Date		Ad Copy/Space Deadline
March 1 Issue 9	New Turkey Gear 2019: ..... <ul style="list-style-type: none"> <li>• <i>Time-tested box and gobble calls: Still bringing in the gobblers!</i></li> <li>❖ RED RIVER VALLEY SPORTSMENS BOAT, CAMPING &amp; VACATION SHOW — FARGO, ND (2/28-3/3)</li> </ul>	Feb. 21
March 8 Issue 10	Spring Deer Break: ..... <ul style="list-style-type: none"> <li>• <i>New hunting products from 2019 SHOT and ATA shows</i></li> <li>• <i>March... the best month of the year to scout whitetails?</i></li> <li>❖ OUTDOOR NEWS DEER &amp; TURKEY CLASSIC — ST. PAUL, MN (3/8-3/10)</li> </ul>	Feb. 27
March 15 Issue 11	Eve of Spring: ..... <ul style="list-style-type: none"> <li>• <i>Bass'n Plan: Eight basic tips for catching bass in 2019</i></li> <li>• <i>Outdoor Steward: Planting pollinators to attract buzzing insects and native birds</i></li> </ul>	March 7
March 22 Issue 12	The Shooting Sportsman: ..... <ul style="list-style-type: none"> <li>• <i>So you want to buy an all-around over-under...</i></li> <li>• <i>Bass'n Plan: Results from 2019 Bassmaster Classic</i></li> <li>❖ 87TH ANNUAL NORTHWEST SPORTSHOW — MINNEAPOLIS, MN (3/21-3/24)</li> </ul>	March 13
March 29 Issue 13	Open Water Preview: ..... <ul style="list-style-type: none"> <li>• <i>Meet the world's most stocked fish: The rainbow trout</i></li> <li>• <i>The Outdoor News Product Review: Sorting out the latest and greatest rods and reels</i></li> </ul>	March 21

# APRIL

Issue Date		Ad Copy/Space Deadline
April 5 Issue 14	Food Plot Strategy: ..... <ul style="list-style-type: none"> <li>• <i>Outdoor Steward: Clovers – Ladino, red, the annuals, etc., and proper fertilizing</i></li> </ul>	March 28
April 12 Issue 15	Techno Angler: ..... <ul style="list-style-type: none"> <li>• <i>The latest and greatest in tackle box design for organizing your gear</i></li> <li>• <i>New trolling motor innovations to ease the angling experience</i></li> </ul>	April 4
April 19 Issue 16	Heady Days of Spring: ..... <ul style="list-style-type: none"> <li>• <i>Four essential knots for fishing, boating, hunting, and camping</i></li> <li>• <i>Profiling Minnesota's high school bass fishing league</i></li> </ul>	April 11
April 26 Issue 17	Minnesota Fishing Opener Special Edition: ..... <ul style="list-style-type: none"> <li>• <i>The Outdoor News Product Review: What's new in lures for 2019?</i></li> </ul>	April 17

# MAY

Issue Date		Ad Copy/Space Deadline
May 3 Issue 18	Harness Special 2019: ..... <ul style="list-style-type: none"> <li>• <i>Make fishing great again by employing proper crawler harness tactics</i></li> </ul>	April 25
May 10 Issue 19	Eve of Pike and Walleye Opener: ..... <ul style="list-style-type: none"> <li>• <i>Glen Schmitt's grand open water Minnesota lakes preview</i></li> <li>• <i>A basic bowfishing equipment setup</i></li> </ul>	May 2
May 17 Issue 20	Hawgin' Time!: ..... <ul style="list-style-type: none"> <li>• <i>Bass'n Plan: Gettin' serious (bass'n serious) with the versatile swim jig</i></li> <li>• <i>The expanding range of Minnesota bass populations</i></li> </ul>	May 9
May 24 Issue 21	Muskie Opener Preview: ..... <ul style="list-style-type: none"> <li>• <i>Three prime lairs – opener, late summer, and fall – for finding esox masquinongy</i></li> </ul>	May 16
May 31 Issue 22	Father's Day Gift Guide 2019: ..... <ul style="list-style-type: none"> <li>• <i>Gift ideas for the truly special sporting dad</i></li> <li>• <i>What's with the fat bike and e-bike craze?</i></li> </ul>	May 22

# JUNE

Issue Date		Ad Copy/Space Deadline
June 7 Issue 23	Gotta Love Those Great Lakes!: ..... <ul style="list-style-type: none"> <li>• <i>Exploring the Canadian shorelines of North America's inland seas</i></li> <li>• <i>Agency profile: The U.S. Coast Guard's presence on the Great Lakes</i></li> </ul>	May 30
June 14 Issue 24	Summer Shooter's Clinic: ..... <ul style="list-style-type: none"> <li>• <i>Tackle a league this summer: Trap vs. skeet vs. sporting clays</i></li> <li>• <i>Fun and accurate for plinking season: AR-style .22LR rimfire rifles</i></li> </ul>	June 6
June 21 Issue 25	Fall Afield Success Starts Now!: ..... <ul style="list-style-type: none"> <li>• <i>Outdoor Steward: Creating travel corridors for white-tailed deer</i></li> <li>• <i>Traveling for pork: Planning a southwest javelina hunt</i></li> </ul>	June 13
June 28 Issue 26	The Great Summer Fishing Special Edition: ..... <ul style="list-style-type: none"> <li>• <i>Three locations for thick summer panfish</i></li> <li>• <i>The angling pontoon: Not just for on-the-water BBQing anymore!</i></li> </ul>	June 20

# JULY

## Issue Date

## Ad Copy/Space Deadline

July 5 Issue 27	Dog Training Season Preview:..... <ul style="list-style-type: none"> <li>• <i>Tools and tips for handling a porcupine encounter</i></li> <li>• <i>All-Earth dog: Why are Labs everywhere?</i></li> </ul>	June 26
July 12 Issue 28	Better Fall Accuracy Special:..... <ul style="list-style-type: none"> <li>• <i>Traveling waterfowler: Chasing white front geese (specklebellies) in central and southern U.S.</i></li> <li>• <i>Hunting rifle trend: Lighter weights and/or lighter on wallet?</i></li> </ul>	July 3
July 19 Issue 29	Taking Technology to the Next Level:..... <ul style="list-style-type: none"> <li>• <i>Top quality optics for the serious game of glassing game</i></li> <li>• <i>Digiscoping: watching, photographing, and videoing wildlife via your smartphone</i></li> </ul>	July 11
July 26 Issue 30	The Archer – Bowhunting 2019:..... <ul style="list-style-type: none"> <li>• <i>The latest and greatest in compounds for 2019</i></li> <li>• <i>Reports from ICAST 2019</i></li> </ul>	July 18

# AUGUST

## Issue Date

## Ad Copy/Space Deadline

Aug. 2 Issue 31	Canine Conundrum Solved!..... <ul style="list-style-type: none"> <li>• <i>Canine camp: Should I send my pup to gun dog obedience school?</i></li> <li>• <i>Ailments to research and understand when purchasing a quality hunting dog</i></li> </ul>	July 25
Aug. 9 Issue 32	ATVs 2019:..... <ul style="list-style-type: none"> <li>• <i>The Outdoor News Product Review: Profiling the latest in the faithful quad marketplace</i></li> <li>❖ <i>GAME FAIR — RAMSEY, MN (8/9-8/11) OFFICIAL SHOW PROGRAM</i></li> </ul>	July 31
Aug. 16 Issue 33	Season of the Bear:..... <ul style="list-style-type: none"> <li>• <i>Tackling a spot-and-stalk hunt for the Midwest's largest predator</i></li> <li>• <i>Field skills: Cooking over a campfire and fire starter tools</i></li> <li>❖ <i>GAME FAIR — RAMSEY, MN (8/16-8/18) OFFICIAL SHOW PROGRAM</i></li> </ul>	Aug. 7
Aug. 23 Issue 34	The Outdoor News Small Game Preview:..... <ul style="list-style-type: none"> <li>• <i>Regional ruffed grouse forecast</i></li> <li>❖ <i>MINNESOTA STATE FAIR — ST. PAUL, MN - 1ST EDITION (STARTS 8/22)</i></li> </ul>	Aug. 14
Aug. 30 Issue 35	Archery Preview:..... <ul style="list-style-type: none"> <li>• <i>Calling all big bucks: Aggressive tactics for calling white-tailed deer</i></li> <li>• <i>The Outdoor News Product Review: 2019 review of new crossbows</i></li> <li>❖ <i>MINNESOTA STATE FAIR — ST. PAUL, MN - 2ND EDITION (ENDS 9/2)</i></li> </ul>	Aug. 21

# SEPTEMBER

## Issue Date

## Ad Copy/Space Deadline

Sept. 6 Issue 36	Waterfowl Outlook 2019:..... <ul style="list-style-type: none"> <li>• <i>Two decoy spreads for duck hunting this fall: one by land, one by... lake</i></li> <li>• <i>Top waterfowling loads for autumn 2019</i></li> </ul>	Aug. 28
Sept. 13 Issue 37	Prime Time Hunting:..... <ul style="list-style-type: none"> <li>• <i>Buying a traditional, wood-stock long rifle for deer hunting</i></li> <li>• <i>Reconsidering the decoy factor for early season archery deer</i></li> </ul>	Sept. 5
Sept. 20 Issue 38	The Game's Afoot:..... <ul style="list-style-type: none"> <li>• <i>Fall Bass'n Plan: Mimic the top bass forage of autumn</i></li> <li>• <i>Fall turkey preview, plus spring 2020 turkey application deadlines</i></li> </ul>	Sept. 12
Sept. 27 Issue 39	Fowl Times:..... <ul style="list-style-type: none"> <li>• <i>Regional fall pheasant forecast for 2019</i></li> <li>• <i>Prairie grouse primer: Destinations for sharptails and prairie chickens</i></li> </ul>	Sept. 19

# OCTOBER

## Issue Date

## Ad Copy/Space Deadline

Oct. 4 Issue 40	Transition Season:..... <ul style="list-style-type: none"> <li>• <i>Fall frenzy: Three killer open-water walleye tactics before ice-up</i></li> <li>• <i>The lost art of tracking wild critters</i></li> </ul>	Sept. 26
Oct. 11 Issue 41	Wild Game Cooking Special:..... <ul style="list-style-type: none"> <li>• <i>The pots-and-pans plunge: Investing in quality wild game cooking kitchenware</i></li> <li>• <i>A miracle of mechanical engineering: The modern smoker</i></li> </ul>	Oct. 3
Oct. 18 Issue 42	Minnesota Deer Hunting Special Edition:..... <ul style="list-style-type: none"> <li>• <i>The Outdoor News Forecast: 2019 firearms hunt zone-by-zone</i></li> <li>• <i>10 little-known white-tailed deer factoids</i></li> </ul>	Oct. 10
Oct. 25 Issue 43	Modern Muzzleloading:..... <ul style="list-style-type: none"> <li>• <i>Understanding the difference between inlines and traditional smokepoles</i></li> </ul>	Oct. 17



NOVEMBER

Issue Date

Ad Copy/Space Deadline

Nov. 1 Issue 44	Winter Is Coming Preview: ..... • <i>The Outdoor News Product Review: New augers, beaters, shelters and sleds</i> • <i>Canine considerations during late season pheasant hunting and waterfowling</i>	Oct. 24
Nov. 8 Issue 45	Winter Project: ..... • <i>Learning to use your Go-Pro camera ... like a pro</i> • <i>Build a practical backcountry beast of a survival kit</i>	Oct. 31
Nov. 15 Issue 46	Back to the Basics of Hard Water: ..... • <i>The expanding custom ice fishing rod marketplace</i> • <i>Field hunting strategies for late-season duck hunting</i> ❖ <i>HARD WATER ICE FISHING EXPO — NATIONAL SPORTS CENTER BLAINE, MN (11/16-11/18)</i>	Nov. 6
Nov. 22 Issue 47	Late Fall Cleanup: ..... • <i>Outdoor Steward: Arranging a timber sale on your hunting property</i>	Nov. 14
Nov. 29 Issue 48	Trapper's Delight: ..... • <i>Reconsidering muskrats</i> • <i>Great holiday gift ideas, plus the annual book review</i>	Nov. 20

DECEMBER

Issue Date

Ad Copy/Space Deadline

Dec. 6 Issue 49	Top First-Ice Locations: ..... • <i>The Outdoor News Product Review: New ice tackle, rods, reels, tip-ups, and lures</i> • <i>Top-secret locations for first ice panfish</i> ❖ <i>ICE FISHING, SNOWMOBILE AND WINTER SPORT SHOW — ST. PAUL, MN (12/6-12/8)</i>	Nov. 26
Dec. 13 Issue 50	Early Ice Tactics: ..... • <i>Targeting Minnesota's improving pike fishery atop early ice</i> ❖ <i>ARROWHEAD ICE FISHING AND WINTER SHOW — DULUTH, MN (12/13-12/15)</i>	Dec. 5
Dec. 20 Issue 51	Off-Season Marksman: ..... • <i>New tools for predator hunting</i> • <i>Handgun ammo 101 – hit the indoor range without spending a lot on bullets</i>	Dec. 12
Dec. 27 Issue 52	Happy Holidays: ..... • <i>Minnesota Youth Writing Contest Winners</i> • <i>Enter the cabin: Leveraging the rental market to earn cash from your second home</i>	Dec. 17

• Specific articles ❖ Sport Shows (bonus circulation)



Minnesota Outdoor News works for you!

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