

2020 Editorial Calendar

Reach the right audience in the right issue

ISSUE	FEATURE	AD CLOSE	MATERIALS DUE	ON SALE
JANUARY/FEBRUARY	Spring Preview	<i>Nov. 18</i>	<i>Nov. 25</i>	<i>Jan. 2</i>
MARCH	Special Report: Children's Publishing 1,000 additional copies mailed to educators	<i>Jan. 3</i>	<i>Jan. 9</i>	<i>Jan. 29</i>
APRIL	Survey on working conditions	<i>Feb. 6</i>	<i>Feb. 13</i>	<i>Mar. 4</i>
MAY		<i>Mar. 12</i>	<i>Mar. 19</i>	<i>Apr. 8</i>
JUNE		<i>Apr. 16</i>	<i>Apr. 23</i>	<i>May 13</i>
JULY/AUGUST	Fall Preview	<i>May 21</i>	<i>May 28</i>	<i>Jun. 17</i>
SEPTEMBER		<i>Jun. 25</i>	<i>Jul. 2</i>	<i>Jul. 22</i>
OCTOBER	Special Report: Children's Publishing 1,000 additional copies mailed to educators	<i>Jul. 30</i>	<i>Aug. 6</i>	<i>Aug. 26</i>
NOVEMBER		<i>Sep. 3</i>	<i>Sep. 10</i>	<i>Sep. 30</i>
DECEMBER	Books of the Year	<i>Oct. 8</i>	<i>Oct. 15</i>	<i>Nov. 4</i>