

2009 U.S. EDITORIAL CALENDAR

Updated October 19, 2009



Issue Date	Special National Editorial	Targeted Editions (Ad Close Date)	National Ad Sections (Ad Commitment Due)	On Sale	Ad Close
Jan 12				Jan 5	Dec 15
Jan 19				Jan 9	Dec 19
Jan 26	Innauguration Preview			Jan 16	Dec 26
Feb 2	Innauguration			Jan 23	Jan 2
Feb 9		Global Business (Dec 26)		Jan 30	Jan 9
Feb 16		Global B. (DAVOS) (Jan 2)		Feb 6	Jan 16
Feb 23	Mind & Body	Wellness (Jan 16)		Feb 13	Jan 16*
Mar 2			Heart Health (Jan 12)	Feb 20	Jan 30
Mar 9		Global Business (Jan 23)		Feb 27	Feb 6
Mar 16				Mar 6	Feb 13
Mar 23	10 Ideas	Global Business (Feb 6)		Mar 13	Feb 13
		Style & Design (Feb 6)		Feb 20	
Mar 30				Mar 20	Feb 27
Apr 6		Wellness (Feb 27)	FYI (Feb 16)	Mar 27	Mar 6
Apr 13	Environment	Global Business (Feb 27)		Apr 3	Mar 6*
Apr 20		Global Business (Mar 6)		Apr 10	Mar 20
Apr 27		Global Business (Mar 13)		Apr 17	Mar 27
				Apr 24	Apr 3
May 4		Style & Design (Mar 20)		Apr 24	
May 11	TIME 100	Global Business (Mar 27)		May 1	Apr 3*
May 18				May 8	Apr 17
May 25				May 15	Apr 24
Jun 1		Global Business (Apr 17)		May 22	May 1
Jun 8				May 29	May 8
Jun 15		Global Business (May 1)		Jun 5	May 15
Jun 22	America the Fit		FYI (May 1)	Jun 12	May 15*
Jun 29		Global Business (May 15)		Jun 19	May 29
Jul 6	Making of America		Arthritis (May 18)	Jun 26	Jun 5
Jul 13				Jul 3	Jun 12
Jul 20	Leadership			Jul 10	Jun 19
Jul 27				Jul 17	Jun 26
Aug 3	New Health Agenda	Global Business (Jun 19)		Jul 24	Jul 3
Aug 10				Jul 31	Jul 10
Aug 17		Wellness (Jul 3)		Aug 7	Jul 17
Aug 24		Global Business (Jul 10)		Aug 14	Jul 24
Aug 31			Women's Health (Jul 13)	Aug 21	Jul 31
Sept 7	Annual Health Check-Up			Aug 28	Aug 7

Calendar Key

Ad Close Dates: Standard Ad Close is 4 weeks. Targeted Editions Ad Close is 6 weeks. Special Ad Sections require an ad commitment 7–8 weeks in advance. Ad materials due at close. Closing dates and editorial dates subject to change. * Ad close for double or enhanced issues is 5 weeks. NA=Not Applicable.

Brand Extensions: : TIME.com : TIME For Kids : Global (available across all editions)

2009 U.S. EDITORIAL CALENDAR

Updated October 19, 2009



Issue Date	Special National Editorial	Targeted Editions (Ad Close Date)	National Ad Sections (Ad Commitment Due)	On Sale	Ad Close
Sept 14		Global Business (Jul 31)		Sept 4	Aug 14
		Style & Design (Jul 31)		Sept 4	
Sept 21	Community Service	Global Business (Aug 7)		Sept 11	Aug 14*
Sept 28			Prostate Health (Aug 10)	Sept 18	Aug 28
Oct 5	Environmental Heroes	Wellness (Aug 28)		Sept 25	Sept 4
Oct 12		Global Business (Aug 28)	Fall Health Brief (Aug 24)	Oct 2	Sept 11
Oct 19		Global Business (Sept 4)		Oct 9	Sept 18
Oct 26	America by the Numbers			Oct 16	Sept 25
Nov 2	Education	Global Business (Sept 18)	NADA (Sept 14)	Oct 23	Oct 2
Nov 9		Global Business (Sept 25)		Oct 30	Oct 9
Nov 16				Nov 6	Oct 16
Nov 23	Best Inventions	Global Business (Oct 9)		Nov 13	Oct 16*
Nov 30		Global Business (Oct 16)	Diabetes (Oct 12)	Nov 20	Oct 30
Dec 7	A to Z Health Guide	Wellness (Oct 30)	FYI (Oct 16)	Nov 27	Oct 30*
Dec 14		Global Business (Oct 30)		Dec 4	Nov 13
Dec 21	Best of the Year	Global Business (Nov 6)	Healthy Holiday Eating (Nov 2)	Dec 11	Nov 20
Dec 28*	Person of the Year	Global Business (Nov 13)		Dec 18*	Nov 20*

Calendar Key

Ad Close Dates: Standard Ad Close is 4 weeks. Targeted Editions Ad Close is 6 weeks. Special Ad Sections require an ad commitment 7–8 weeks in advance. Ad materials due at close. Closing dates and editorial dates subject to change. * Ad close for double or enhanced issues is 5 weeks. NA=Not Applicable.

Brand Extensions: : TIME.com : TIME For Kids : Global (available across all editions)