

2010 U.S. EDITORIAL CALENDAR

Updated July 27, 2010



| Issue Date | Special National Editorial | Targeted Editions (Ad Close Date) | Geographic Editions | National Ad Sections (Ad Commitment Due) | On Sale | Ad Close |
|------------|---|---|---------------------|--|---------|----------|
| Jan 11 | | | | | Jan 1 | Dec 11 |
| Jan 18 | | | | | Jan 8 | Dec 18 |
| Jan 25 | | | Regional | | Jan 15 | Dec 25 |
| Feb 1 | | Global Business (Dec 18) | Regional | | Jan 22 | Jan 1 |
| Feb 8 | | | | | Jan 29 | Jan 8 |
| Feb 15 | Winter Olympic Preview | Global Business (Davos) (Jan 1) | | | Feb 5 | Jan 15 |
| Feb 22 | Health Checkup #1—Live Longer (D) ; Oscar Preview | | | FYI (Jan 4) | Feb 12 | Jan 15* |
| Mar 1 | | | Regional | Heart Health (Jan 20) | Feb 19 | Jan 29 |
| Mar 8 | | Global Business (Jan 22) | | | Feb 26 | Feb 5 |
| Mar 15 | | | | | Mar 5 | Feb 12 |
| Mar 22 | 10 Ideas (E) | Global Business (Feb 5) | | | Mar 12 | Feb 12* |
| Mar 29 | | | | | Mar 19 | Feb 26 |
| Apr 5 | | | | | Mar 26 | Mar 5 |
| Apr 12 | Environment (E) | Global Business (Feb 26) | Regional | | Apr 2 | Mar 5* |
| Apr 19 | | Global Business (Mar 5) | | | Apr 9 | Mar 19 |
| Apr 26 | Health Checkup #2 | Global Business (Mar 12) | | | Apr 16 | Mar 26 |
| May 3 | | | | | Apr 23 | Apr 2 |
| May 10 | TIME 100 (D) | Global Business (Mar 26) | | | Apr 30 | Apr 2 |
| May 17 | | | Regional | | May 7 | Apr 16 |
| May 24 | | | | | May 14 | Apr 23 |
| May 31 | Summer Arts Preview | Global Business (Apr 16) | | | May 21 | Apr 30 |
| Jun 7 | | | | | May 28 | May 7 |
| Jun 14 | World Cup/Economic Forum (D) | Global Business (Apr 30) | | | Jun 4 | May 7* |
| Jun 21 | Health Checkup #3 | | | | Jun 11 | May 21 |
| Jun 28 | | Global Business (May 14) | Regional | | Jun 18 | May 28 |
| Jul 5 | Making of America | | | | Jun 25 | Jun 4 |
| Jul 12 | Summer Reading Special | Global Business (May 28) | Regional | | Jul 2 | Jun 11 |

Calendar

Ad Close Dates: Standard ad close is 4 weeks. Women ad close is 5 weeks. Global Business 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. D = Double Issue

* Ad close for double or enhanced issues is 5 weeks. ** On sale 2 weeks

Key: TIME.com Global (available across all editions)

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|------------|---|--|---------------------|--|---------|----------|
| Jul 19 | | | | | Jul 9 | Jun 18 |
| Jul 26 | | | | | Jul 16 | Jun 25 |
| Aug 2 | | | | | Jul 23 | Jul 2 |
| Aug 9 | | | | | Jul 30 | Jul 9 |
| Aug 16 | | | | | Aug 6 | Jul 16 |
| Aug 23 | | Global Business (Jul 9) | Regional | | Aug 13 | Jul 23 |
| Aug 30 | Health Checkup #4  | Women (Jul 23) | | | Aug 20 | Jul 30 |
| Sept 6 | | | | | Aug 27 | Aug 6 |
| Sept 13 | | Global Business (Jul 30) | | Fall Health Brief (Aug 16) | Sept 3 | Aug 13 |
| Sept 20 | Community Service (E)  ; Fall Arts Preview | Global Business (Aug 6) | Regional | | Sept 10 | Aug 13* |
| Sept 27 | | | | Breast Cancer | Sept 17 | Aug 27 |
| Oct 4 | Environment | Global Business (Aug 20) | | | Sept 24 | Sept 3 |
| Oct 11 | | Women (Sep 3) | | | Oct 1 | Sept 10 |
| Oct 18 | | Global Business (Sep 3) | Regional | | Oct 8 | Sept 17 |
| Oct 25 | | | | | Oct 15 | Sept 24 |
| Nov 1 | Health Checkup #5  | Global Business (Sep 17) | | NADA (Sep 6) | Oct 22 | Oct 1 |
| Nov 8 | Mid-Term Election Preview | Global Business (Sep 24) | | | Oct 29 | Oct 8 |
| Nov 15 | | | | | Nov 5 | Oct 15 |
| Nov 22 | Best Inventions (D)   | Global Business (Oct 8) | Regional | | Nov 12 | Oct 15* |
| Nov 29 | The New American Family | Global Business (Oct 15) | | | Nov 19 | Oct 29 |
| Dec 6 | Time Frames; Holiday Movie Preview | Women (Oct 29) | | FYI (Oct 15) | Nov 26 | Oct 29* |
| Dec 13 | Health Checkup #6—Medical Breakthroughs (E)  ; Photos of the Year  | Global Business (Oct 29) | | | Dec 3 | Nov 12 |
| Dec 20 | Best of the Year in Culture   | Global Business (Nov 5) | Regional | | Dec 10 | Nov 19 |
| Dec 27** | Person of the Year (D)   | Global Business (Nov 12) | | | Dec 17* | Nov 19* |

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