

WEEKLY / BI-WEEKLY PUBLICATION CYCLE

ENTERTAINMENT WEEKLY • FORTUNE • FORTUNE ASIA • FORTUNE EUROPE • PEOPLE • SPORTS ILLUSTRATED • TIME

ISSUE MONTH	NEW PROGRAM *		EXISTING PROGRAM	
	LAYOUT	FINAL	LAYOUT	FINAL
JAN	8-Nov	15-Nov	15-Nov	22-Nov
FEB	29-Nov	6-Dec	6-Dec	13-Dec
MAR	27-Dec	3-Jan	3-Jan	10-Jan
APR	31-Jan	7-Feb	7-Feb	14-Feb
MAY	21-Feb	28-Feb	28-Feb	6-Mar
JUN	27-Mar	3-Apr	3-Apr	10-Apr
JUL	24-Apr	1-May	1-May	8-May
AUG	29-May	5-Jun	5-Jun	12-Jun
SEP	26-Jun	3-Jul	3-Jul	10-Jul
OCT	31-Jul	7-Aug	7-Aug	14-Aug
NOV	28-Aug	4-Sep	4-Sep	11-Sep
DEC	25-Sep	2-Oct	2-Oct	9-Oct

* Mid-month start dates are available for new programs on Weekly / Bi-Weekly titles only.
Contact production for effective issue dates and corresponding ad close deadlines.

MONTHLY PUBLICATION CYCLE

COOKING LIGHT • ESSENCE • FOOD & WINE • GOLF • HEALTH • MONEY • PEOPLE EN ESPAÑOL • SOUTHERN LIVING

ISSUE MONTH	NEW PROGRAM		EXISTING PROGRAM	
	LAYOUT	FINAL	LAYOUT	FINAL
JAN	27-Sep	4-Oct	4-Oct	11-Oct
FEB	25-Oct	1-Nov	1-Nov	8-Nov
MAR	29-Nov	6-Dec	6-Dec	13-Dec
APR	27-Dec	3-Jan	3-Jan	10-Jan
MAY	24-Jan	31-Jan	31-Jan	7-Feb
JUN	21-Feb	28-Feb	28-Feb	6-Mar
JUL	27-Mar	3-Apr	3-Apr	10-Apr
AUG	24-Apr	1-May	1-May	8-May
SEP	29-May	5-Jun	5-Jun	12-Jun
OCT	26-Jun	3-Jul	3-Jul	10-Jul
NOV	24-Jul	31-Jul	31-Jul	7-Aug
DEC	28-Aug	4-Sep	4-Sep	11-Sep

NEW PROGRAM ITEMS DUE:

Applies to first issue month of new program only.

Layout Deadline:

- Low Resolution PDF file submitted by email for production checks & copy clearance.
- Welcome Letter copy provided for 1-1 accounts.
- Postcard copy provided for Public Place accounts.

Final Deadline:

- Contract
- Final formatted list.
- Final creative submitted to the TM Ad Portal.

EXISTING PROGRAM ITEMS DUE:

Applies to subsequent issue months of program.

Layout Deadline:

- Low Resolution PDF file submitted by email for production checks & copy clearance.

Final Deadline:

- Final creative submitted to the TM Ad Portal.
- Please contact sales manager for survey deadline.