

SAN FRANCISCO CHRONICLE
EDITORIAL CALENDAR 2017

01

| PUB | THEME | SECTION | SPACE | FINAL MATERIAL |
|------|-----------------------------|----------------|--------------|----------------|
| 1/1 | Travel: Singapore | Travel | 12/23 • Noon | 12/28 • 10AM |
| 1/6 | NFL Playoff Preview | Sports | 1/4 • 5PM | 1/5 • 10:30AM |
| 1/8 | Travel: Where to go in 2017 | Travel | TBD | TBD |
| 1/15 | Travel: Lower East Side NYC | Travel | TBD | TBD |
| 1/22 | Destination: Healdsburg | Travel | 1/13 • 5PM | 1/17 • 5PM |
| 1/26 | SFIS Homes | Stand-Alone | 1/4 • 5PM | 1/10 • 5PM |
| 1/28 | Lunar New Year | N/A | 1/26 • Noon | 1/27 • 10AM |
| 1/29 | SuperBowl Preview Coverage | Sporting Green | TBD | TBD |
| 1/29 | Style: Wedding Issue | Style | 1/20 • 5PM | 1/24 • 5PM |
| 1/29 | Travel: Hue, Vietnam | Travel | TBD | TBD |

02

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| 2/5 | Destination: Amador | Travel | 1/27 • 5PM | 1/31 • 5PM |
| 2/6 <small>Week Long</small> | AT&T Pebble Beach Coverage | Sports | TBD | TBD |
| T 2/12 | San Francisco Chronicle Wine Competition | Stand-Alone | 2/3 • 5PM | 2/7 • 5PM |
| 2/12 | Business: Future of Love | Business | Sunday Business Deadlines | |
| 2/12 | Travel: Hawaii | Travel | 2/3 • 5PM | 2/7 • 5PM |
| 2/12 | Noise Pop | Datebook | Daily ROP/Datebook Deadlines | |
| 2/19 | Academy Awards | Datebook | Daily ROP/Datebook Deadlines | |
| 2/23 | SFIS Homes | Stand-Alone | 2/2 • 5PM | 2/7 • 5PM |
| 2/26 | Destination: Napa Valley | Travel | 2/16 • Noon | 2/21 • 5PM |

03

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|--------|--|-------------|------------------------------|-------------|
| 3/5 | Destination: Monterey | Travel | 2/24 • 5PM | 2/28 • 5PM |
| 3/5 | Hamilton | Datebook | Daily ROP/Datebook Deadlines | |
| M 3/12 | Summer of Love 50th Anniversary | Magazine | 2/3 • 5PM | 2/10 • 5PM |
| 3/12 | Destination: Gold Country | Travel | 3/3 • 5PM | 3/7 • 5PM |
| 3/12 | Island Style | Style | 3/3 • 5PM | 3/7 • 5PM |
| 3/12 | Travel: Las Vegas | Travel | TBD | TBD |
| 3/19 | Men's & Women's Spring Fashion | Style | 3/10 • 5PM | 3/14 • 5PM |
| T 3/19 | Green State: Marijuana | Stand-Alone | 3/7 • 5PM | 3/9 • 5PM |
| 3/19 | Destination: Yolo | Travel | 3/10 • 5PM | 3/14 • 5PM |
| 3/23 | Schools, Camps, and Activities Guide | Stand-Alone | 3/16 • Noon | 3/20 • Noon |
| 3/26 | Travel: The Ultimate Guide to Bay Area Camping | Travel | 3/20 • 5PM | 3/22 • 10AM |
| 3/26 | SF Film Festival at 60 | Datebook | Daily ROP/Datebook Deadlines | |
| 3/30 | SFIS Homes | Stand-Alone | 3/8 • 5PM | 3/14 • 5PM |

JAN

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SAN FRANCISCO CHRONICLE
EDITORIAL CALENDAR 2017

04

| | PUB | THEME | SECTION | SPACE | FINAL MATERIAL |
|---|------|---|----------------|---------------------------|-----------------|
| | 4/2 | Baseball Preview | Stand-Alone | 3/24 • 5PM | 3/28 • 5PM |
| | 4/2 | Men's Spring Fashion | Style | 3/24 • 5PM | 3/28 • 5PM |
| | 4/2 | Rising Star Chefs | Food+Home | 3/24 • 5PM | 3/29 • 10AM |
| T | 4/9 | VisionSF: Visionary of the Year Award Winner and Nominees | Stand-Alone | Not for Sale | |
| | 4/9 | Destination: Lake County | Travel | 3/31 • 5PM | 4/4 • 5PM |
| | 4/9 | Future of Money | Business | Sunday Business Deadlines | |
| | 4/14 | NBA playoff preview | Sporting Green | 4/11 • 5PM | 4/13 • 11:30 AM |
| M | 4/16 | Habitat Home Design Magazine | Stand-Alone | 3/17 • 5PM | 3/24 • 5PM |
| | 4/16 | Destination: Santa Cruz | Travel | 4/7 • 5PM | 4/11 • 5PM |
| | 4/23 | Destination: Sonoma | Travel | 4/14 • 5PM | 4/18 • 5PM |
| | 4/27 | SFIS Homes | Stand-Alone | 4/5 • 5PM | 4/11 • 5PM |
| | 4/30 | Travel: Paris | Travel | 4/24 • 5PM | 4/26 • 10AM |
| M | 4/30 | Top 100 Bay Area Restaurants | Stand-Alone | 3/31 • 3PM | 4/6 • 5PM |

05

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|---|------|--------------------------------------|-------------|------------------------------|-------------|
| | TBD | Warrior Coverage | Sports | TBD | TBD |
| | 5/7 | Alameda | Stand-Alone | 4/22 • 5PM | 4/26 • 5PM |
| | 5/7 | Travel: Hangzhou, China | Travel | 5/1 • 5PM | 5/3 • 10AM |
| | 5/14 | Destination: Silicon Valley | Travel | 5/5 • 5PM | 5/9 • 5PM |
| | 5/21 | Destination: Marin | Travel | 5/12 • 5PM | 5/16 • 5PM |
| | 5/21 | Bottle Rock | Datebook | Daily ROP/Datebook Deadlines | |
| | 5/25 | Schools, Camps, and Activities Guide | Stand-Alone | 5/18 • Noon | 5/22 • Noon |
| | 5/25 | SFIS Homes | Stand-Alone | 5/3 • 5PM | 5/9 • 5PM |
| | 5/28 | Travel: Cruising Alaska | Travel | 5/22 • 5PM | 5/24 • 10AM |
| T | 5/28 | Bay Book Festival Guide | Stand-Alone | 5/17 • 5PM | 5/22 • 5PM |

06

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|---|------|------------------------------|-------------|---------------------------|-----------------|
| | 6/1 | NBA Final Preview | Sports | 5/30 • 10AM | 5/31 • 11:30 AM |
| | 6/4 | Destination: Monterey | Travel | 5/25 • Noon | 5/30 • 5PM |
| | 6/4 | Weddings | Style | 5/25 • Noon | 5/30 • 5PM |
| | 6/11 | Destination: Shasta Cascade | Travel | 6/2 • 5PM | 6/6 • 5PM |
| | 6/11 | Future of Health | Business | Sunday Business Deadlines | |
| T | 6/18 | Warriors Commemorative | Stand-Alone | 6/14 • 10AM | 6/15 • 11:30AM |
| | 6/18 | Travel: Evolving Oman | Travel | 6/12 • 5PM | 6/14 • 10AM |
| T | 6/18 | Pride Parade Guide | Stand-Alone | 6/9 • 5PM | 6/13 • 5PM |
| | 6/25 | Travel: County Mayo, Ireland | Travel | 6/19 • 5PM | 6/21 • 10AM |
| | 6/25 | Oakland | Stand-Alone | 6/16 • 5 PM | 6/20 • 5 PM |
| T | 6/25 | Green State: Marijuana | Stand-Alone | 6/16 • 5 PM | 6/20 • 5 PM |
| M | 6/25 | Weekend Destinations | Magazine | 5/24 • 5PM | 6/2 • 5PM |
| | 6/29 | SFIS Homes | Stand-Alone | 6/7 • 5PM | 6/13 • 5PM |

A P R

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SAN FRANCISCO CHRONICLE
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07

| PUB | THEME | SECTION | SPACE | FINAL MATERIAL |
|------|--------------------------------------|-------------|-------------|----------------|
| 7/2 | Travel: Calgary Beyond the Stampede | Travel | 6/26 • 5PM | 6/28 • 10AM |
| 7/9 | Travel: Korea Issue | Travel | 6/30 • Noon | 7/5 • 10AM |
| 7/16 | Travel: Antigua, Guatemala | Travel | 7/10 • 5PM | 7/12 • 10AM |
| 7/23 | Travel: City of SFO | Travel | 7/17 • 5PM | 7/19 • 10AM |
| 7/27 | SFIS Homes | Stand-Alone | 7/5 • 5PM | 7/11 • 5PM |
| 7/30 | Travel: New Zealand in the Beginning | Travel | 7/24 • 5PM | 7/26 • 10AM |

08

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|-------------|--|-------------|-------------------------------|-------------|
| 8/6 | Travel: Svalbard, Norway | Travel | 7/28 • 5PM | 8/1 • 5PM |
| 8/6 | Outside Lands | Datebook | Daily ROP/Datebook Guidelines | |
| 8/13 | California Wine Month | Travel | 8/4 • 5PM | 8/8 • 5PM |
| 8/13 | Travel: Croatia Roadtrip | Travel | 8/7 • 5PM | 8/9 • 10AM |
| 8/13 | Future of Food | Business | Sunday Business Deadlines | |
| 8/20 | Travel: Layover Taiwan/East Coast | Travel | 8/14 • 5PM | 8/16 • 10AM |
| 8/27 | Men's & Women's Fall Fashion | Style | 8/18 • 5PM | 8/22 • 5PM |
| 8/27 | Destination: Sacramento | Travel | 8/18 • 5PM | 8/22 • 5PM |
| T 8/27 | Fall Arts Preview | Datebook | Sunday Pink Deadlines | |
| M 8/27 | Wine Guide | Magazine | 7/28 • 3PM | 8/4 • 5PM |
| 8/31 or 9/1 | College Football preview (Season Starts 9/2) | Sports | Daily Sports Deadlines | |
| 8/31 | SFIS Homes | Stand-Alone | 8/9 • 5PM | 8/15 • 5PM |

09

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|--------------|--|-------------|------------------------------|---------------|
| 9/3 | Lodi | Stand-Alone | 8/28 • 5PM | 8/29 • 5PM |
| 9/3 | Travel: Hawaii | Travel | 8/28 • 5PM | 8/30 • 10AM |
| T 9/3 | Fall Movie Preview | Datebook | Sunday Pink Deadlines | |
| 9/3 or 9/10 | NFL Season Preview (season starts 9/7) | Stand-Alone | 9/1 • 2PM | 9/5 • 11:30AM |
| 9/10 | Destination: Monterey | Travel | 8/31 • Noon | 9/5 • 5PM |
| T 9/10 | Green State: Marijuana | Stand-Alone | TBD | TBD |
| 9/17 | Destination: Nevada County | Travel | 9/8 • 5PM | 9/12 • 5PM |
| 9/17 | Mill Valley Film Festival | Datebook | Daily ROP/Datebook Deadlines | |
| 9/18 | Hardly Strictly Bluegrass Preview | Datebook | Daily ROP/Datebook Deadlines | |
| 9/18 or 9/22 | Oracle OpenWorld | Business | Daily ROP/Datebook Deadlines | |
| 9/24 | Destination: Yolo County | Travel | 9/15 • 5PM | 9/19 • 5PM |
| 9/24 | Litquake | Datebook | Daily ROP/Datebook Deadlines | |
| 9/28 | SFIS Homes | Stand-Alone | 9/6 • 5PM | 9/12 • 5PM |

AUG

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SAN FRANCISCO CHRONICLE
EDITORIAL CALENDAR 2017

10

| | PUB | THEME | SECTION | SPACE | FINAL MATERIAL |
|---|---------------------------|--|----------------|------------------------------|----------------|
| | 10/1 | Travel: Perth, Australia | Travel | 9/25 • 5PM | 9/27 • 10AM |
| | 10/1 | Hardly Strictly Bluegrass | Datebook | Daily ROP/Datebook Deadlines | |
| | 10/4 - 10/7 | Salesforce Dreamforce Conventon | Business | Daily ROP/Business Deadlines | |
| | 10/4 ^{Tentative} | SF Giants Playoffs and World Series (Tentative - regular season ends Oct. 1) | Sporting Green | TBD | TBD |
| | 10/8 | Travel: Catalonia Wine Country | Travel | 10/2 • 5PM | 10/4 • 10AM |
| M | 10/8 | Habitat Home Design Magazine | Magazine | 9/7 • 5PM | 9/15 • 5PM |
| | 10/8 | Meals on Wheels | Stand-Alone | TBD | TBD |
| | 10/15 | Island Style | Style | 10/6 • 5PM | 10/10 • 5PM |
| | 10/15 | Top Shops | Style | 10/6 • 5PM | 10/10 • 5PM |
| | 10/15 | Tri-Valley | Stand-Alone | 10/6 • 5PM | 10/10 • 5PM |
| | 10/15 | Travel: Lafayette, Louisiana | Travel | 10/9 • 5PM | 10/11 • 10AM |
| | 10/15 | Future of Work | Business | Sunday Business Deadlines | |
| M | 10/15 | Warriors Pre-Season | Magazine | TBD | TBD |
| | 10/22 | Destination: Napa | Travel | 10/13 • 5PM | 10/17 • 5PM |
| | 10/22 | Bar Stars | Food + Home | 10/16 • 5PM | 10/18 • 10AM |
| | 10/26 | SFIS Homes | Stand-Alone | 10/4 • 5PM | 10/10 • 5PM |
| | 10/29 | Destination: Sonoma | Travel | 10/20 • 5PM | 10/24 • 5PM |
| | TBD | NBA Preview | Sporting Green | TBD | TBD |

11

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|---|-------|-----------------------------|-------------|------------------------------|--------------|
| | 11/5 | Holiday Entertaining | Food + Home | 10/30 • 5PM | 11/1 • 10AM |
| | 11/5 | Holiday Arts Preview | Datebook | Daily ROP/Datebook Deadlines | |
| | 11/12 | Destination: Santa Cruz | Travel | 11/3 • 5PM | 11/7 • 5PM |
| | 11/12 | Holiday Movies | Datebook | Daily ROP/Datebook Deadlines | |
| | 11/19 | Travel: Ski Issue | Travel | 11/13 • 5PM | 11/15 • 10AM |
| T | 11/19 | SFC International Auto Show | Stand-Alone | TBD | TBD |
| | 11/22 | SFIS Homes | Stand-Alone | 11/1 • 5PM | 11/7 • 5PM |
| | 11/26 | Destination: Monterey | Travel | 11/17 • 5PM | 11/21 • 5PM |
| | 11/26 | Holiday Gifting Kickoff | Style | 11/17 • 5PM | 11/21 • 5PM |

12

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|---|-------|--|-------------|---------------------------|--------------|
| T | 12/3 | Green State: Marijuana | Stand-Alone | TBD | TBD |
| | 12/3 | Travel: Snow Leopards of Ladakh, India | Travel | 11/27 • 5PM | 11/29 • 10AM |
| | 12/10 | Travel: Southern California | Travel | 12/4 • 5PM | 12/6 • 10AM |
| | 12/10 | Gift Guide | Style | 12/1 • 5PM | 12/5 • 5PM |
| | 12/10 | Winemaker of the Year | Food + Home | 12/4 • 5PM | 12/6 • 10AM |
| | 12/10 | Future of Aging | Business | Sunday Business Deadlines | |
| | 12/17 | Travel: TBD | Travel | 12/11 • 5PM | 12/13 • 10AM |
| | 12/24 | Travel: Geo Quiz | Travel | 12/18 • 5PM | 12/22 • 10AM |
| | 12/28 | SFIS Homes | Stand-Alone | 12/6 • 5PM | 12/12 • 5PM |
| | 12/31 | Travel: Where to Go 2018 | Travel | 12/22 • Noon | 12/27 • 10AM |
| | 12/31 | Year in Fashion/Lifestyle | Style | 12/22 • Noon | 12/26 • 5PM |

OCT

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