

SAN FRANCISCO CHRONICLE  
**EDITORIAL CALENDAR 2018**

**01**

| PUB  | THEME                        | SECTION        | SPACE        | FINAL MATERIAL |
|------|------------------------------|----------------|--------------|----------------|
| 1/6  | NFL Playoff Preview Coverage | Sports         | TBD          | TBD            |
| 1/7  | San Diego                    | Travel         | 12/29 • 12PM | 1/3 • 10AM     |
| 1/14 | British Columbia             | Travel         | 1/8 • 5PM    | 1/10 • 10AM    |
| 1/21 | Healdsburg                   | Travel         | 1/12 • 5PM   | 1/16 • 5PM     |
| 1/25 | SFIS Homes                   | Stand-Alone    | 1/3 • 5PM    | 1/9 • 5PM      |
| TBD  | Lunar New Year               | N/A            | TBD          | TBD            |
| 1/28 | SuperBowl Preview Coverage   | Sporting Green | TBD          | TBD            |
| 1/28 | Wedding Issue                | Style          | 1/19 • 5PM   | 1/23 • 5PM     |
| 1/28 | Cannabis Tour of California  | Travel         | 1/12 • 5PM   | 1/19 • 5PM     |

**02**

|        |  |             |                              |            |
|--------|--|-------------|------------------------------|------------|
| 2/4    | Amador County                            | Travel      | 1/26 • 5PM                   | 1/30 • 5PM |
| 2/4    | Week Long AT&T Pebble Beach Coverage     | Sports      | TBD                          | TBD        |
| T 2/11 | San Francisco Chronicle Wine Competition | Stand-Alone | 1/31 • 5PM                   | 2/5 • 5PM  |
| 2/11   | Hawaii                                   | Travel      | 2/5 • 5PM                    | 2/7 • 10AM |
| 2/11   | Noise Pop                                | Datebook    | 2/2 • 3PM                    | 2/7 • 10AM |
| 2/18   | Paso Robles                              | Travel      | 2/9 • 5PM                    | 2/13 • 5PM |
| 2/22   | SFIS Homes                               | Stand-Alone | 1/31 • 5PM                   | 2/6 • 5PM  |
| 2/25   | Napa County                              | Travel      | 2/16 • 5PM                   | 2/20 • 5PM |
| 2/25   | Academy Awards                           | Datebook    | Daily ROP/Datebook Deadlines |            |
| M 2/28 | 365 Outdoors                             | Magazine    | 1/19 • 3PM                   | 1/25 • 5PM |

**03**

|        |                                |             |                              |            |
|--------|--------------------------------|-------------|------------------------------|------------|
| 3/4    | Monterey County                | Travel      | 2/23 • 5PM                   | 2/27 • 5PM |
| 3/11   | Island Style                   | Style       | 3/2 • 5PM                    | 3/6 • 5PM  |
| 3/11   | Portland                       | Travel      | 3/2 • 5PM                    | 3/6 • 5PM  |
| 3/11   | Future Of Silicon Valley       | Business    | 3/5 • 5PM                    | 3/7 • 10AM |
| T 3/18 | Green State: Marijuana         | Stand-Alone | 3/5 • 5PM                    | 3/9 • 2PM  |
| 3/18   | Butte County                   | Travel      | 3/9 • 5PM                    | 3/13 • 5PM |
| 3/25   | Men's & Women's Spring Fashion | Style       | 3/9 • 5PM                    | 3/13 • 5PM |
| 3/25   | Mojave Desert                  | Travel      | 3/16 • 5PM                   | 3/20 • 5PM |
| 3/25   | SF Film Festival               | Datebook    | Daily ROP/Datebook Deadlines |            |
| 3/29   | SFIS Homes                     | Stand-Alone | 3/7 • 5PM                    | 3/13 • 5PM |

**JAN**

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**FEB**

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**MAR**

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**04**

|   | PUB  | THEME   | SECTION        | SPACE        | FINAL MATERIAL |
|---|------|---|----------------|--------------|----------------|
|   | 4/1  | Lodi  | Travel         | 3/23 • 5PM   | 3/27 • 5PM     |
|   | 4/1  | Baseball Preview  | Stand-Alone    | TBD          | TBD            |
|   | 4/1  | Rising Star Chefs   | Food+Home      | 3/26 • 5PM   | 3/28 • 10AM    |
| T | 4/8  | VisionSF: Visionary of the Year Award Winner and Nominees | Stand-Alone    | Not for Sale |                |
|   | 4/8  | Lake County   | Travel         | 3/30 • 5PM   | 4/3 • 5PM      |
|   | 4/8  | Cider Summit (Not for Sale)                               | Stand-Alone    | Not for Sale |                |
|   | 4/15 | NBA Playoff Preview                                       | Sporting Green | TBD          | TBD            |
|   | 4/15 | Santa Cruz  | Travel         | 4/6 • 5PM    | 4/10 • 5PM     |
|   | 4/22 | Sonoma County   | Travel         | 4/13 • 5PM   | 4/17 • 5PM     |
| T | 4/22 | Bay Area Book Festival Guide                              | Stand-Alone    | 4/9 • 2PM    | 4/16 • 5PM     |
|   | 4/26 | SFIS Homes  | Stand-Alone    | 4/4 • 5PM    | 4/10 • 5PM     |
|   | 4/29 | Insider's Guide to Yosemite                               | Travel         | 4/23 • 5PM   | 4/25 • 10AM    |
|   | 4/29 | Summer Movie Preview                                      | Datbook        | 4/20 • 12PM  | 4/25 • 10AM    |
| M | 4/29 | Top 100 Bay Area Restaurants                              | Stand-Alone    | 3/23 • 3PM   | 3/29 • 5PM     |

**05**

|  |      |                      |             |                              |             |
|--|------|----------------------|-------------|------------------------------|-------------|
|  | TBD  | Warrior Coverage     | Sports      | TBD                          | TBD         |
|  | 5/6  | Alameda              | Stand-Alone | 4/27 • 5PM                   | 5/1 • 5PM   |
|  | 5/6  | Las Vegas            | Travel      | 4/27 • 3PM                   | 5/1 • 5PM   |
|  | 5/13 | Guide to State Parks | Travel      | 5/7 • 5PM                    | 5/9 • 10AM  |
|  | 5/20 | Bottle Rock          | Datebook    | Daily ROP/Datebook Deadlines |             |
|  | 5/21 | Marin County         | Travel      | 5/11 • 5PM                   | 5/15 • 5PM  |
|  | 5/27 | South Coast Oregon   | Travel      | 5/21 • 5PM                   | 5/23 • 10AM |
|  | 5/31 | SFIS Homes           | Stand-Alone | 5/9 • 5PM                    | 5/15 • 5PM  |

**06**

|   |      |                          |             |              |             |
|---|------|--------------------------|-------------|--------------|-------------|
|   | 6/1  | NBA Final Preview        | Sports      | TBD          | TBD         |
|   | 6/3  | Monterey County          | Travel      | 5/24 • Noon  | 5/29 • 5PM  |
|   | 6/3  | Weddings                 | Style       | 5/24 • Noon  | 5/29 • 5PM  |
|   | 6/3  | Escape from Alcatraz     | Stand-Alone | TBD          | TBD         |
|   | 6/10 | Shasta Cascade           | Travel      | 6/1 • 5PM    | 6/5 • 5PM   |
|   | 6/10 | Future Of Transportation | Business    | 6/4 • 5PM    | 6/6 • 10AM  |
|   | 6/17 | Festival Napa Valley     | Stand-Alone | Not For Sale |             |
|   | 6/17 | Future of Transportation | Travel      | 6/11 • 5PM   | 6/13 • 10AM |
| T | 6/17 | Pride Parade Guide       | Stand-Alone | 6/8 • 3PM    | 6/12 • 5PM  |
|   | 6/24 | Hayward                  | Travel      | 6/18 • 5PM   | 6/20 • 10AM |
|   | 6/24 | Oakland                  | Stand-Alone | 6/15 • 2PM   | 6/18 • 2PM  |
| T | 6/24 | Green State: Marijuana   | Stand-Alone | 6/11 • 5 PM  | 6/15 • 2PM  |
| M | 6/24 | Weekend Destinations     | Magazine    | TBD          | TBD         |
|   | 6/28 | SFIS Homes               | Stand-Alone | 6/6 • 5PM    | 6/12 • 5PM  |

**A P R**

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**M A Y**

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**J U N**

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**07**

| PUB  | THEME                      | SECTION     | SPACE      | FINAL MATERIAL |
|------|----------------------------|-------------|------------|----------------|
| 7/1  | Santa Barbara              | Travel      | 6/25 • 5PM | 6/27 • 10AM    |
| 7/8  | San Luis Obispo            | Travel      | 7/2 • 10AM | 7/3 • 11AM     |
| 7/15 | Highway 395 Road Trip      | Travel      | 7/9 • 5PM  | 7/11 • 10AM    |
| 7/22 | Pacific Northwest          | Travel      | 7/16 • 5PM | 7/18 • 10AM    |
| 7/26 | SFIS Homes                 | Stand-Alone | 7/3 • 2PM  | 7/10 • 5PM     |
| 7/29 | San Mateo County Coastside | Travel      | 7/23 • 5PM | 7/25 • 10AM    |

**08**

|        |  |             |                               |             |
|--------|--|-------------|-------------------------------|-------------|
| 8/5    | TBD  | Travel      | 7/30 • 5PM                    | 8/1 • 10AM  |
| TBD    | Outside Lands                                | Datebook    | Daily ROP/Datebook Guidelines |             |
| 8/12   | California Wine Month                        | Travel      | 8/3 • 5PM                     | 8/7 • 5PM   |
| 8/12   | Highway 1 Road Trip                          | Travel      | 8/6 • 5PM                     | 8/8 • 10AM  |
| 8/19   | Tahoe/Carson City                            | Travel      | 8/13 • 5PM                    | 8/15 • 10AM |
| 8/26   | Men's & Women's Fall Fashion                 | Style       | 8/17 • 5PM                    | 8/21 • 5PM  |
| 8/26   | Sacramento                                   | Travel      | 8/17 • 5PM                    | 8/21 • 5PM  |
| T 8/26 | Fall Arts Preview                            | Datebook    | 8/15 • 5PM                    | 8/21 • 5PM  |
| M 8/26 | ThePress Wine Country Guide                  | Magazine    | TBD                           | TBD         |
| TBD    | College Football Preview (Season Starts TBD) | Sports      | TBD                           | TBD         |
| 8/30   | SFIS Homes                                   | Stand-Alone | 8/8 • 5PM                     | 8/14 • 5PM  |

**09**

|       |  |             |                              |             |
|-------|--|-------------|------------------------------|-------------|
| 9/2   | Lodi                                   | Stand-Alone | 8/24 • 5PM                   | 8/28 • 5PM  |
| 9/2   | Hawaii                                 | Travel      | 8/27 • 5PM                   | 8/29 • 10AM |
| T 9/2 | Fall Movie Preview                     | Datebook    | 8/24 • 12PM                  | 8/29 • 10AM |
| TBD   | NFL Season Preview (season starts TBD) | Stand-Alone | TBD                          | TBD         |
| 9/9   | Monterey County                        | Travel      | 8/30 • Noon                  | 9/4 • 5PM   |
| T 9/9 | Green State: Marijuana                 | Stand-Alone | 8/27 • 5PM                   | 8/31 • 2PM  |
| 9/16  | Future of Investing                    | Business    | 9/10 • 5PM                   | 9/12 • 10AM |
| 9/16  | Nevada County                          | Travel      | 9/7 • 5PM                    | 9/11 • 5PM  |
| TBD   | Mill Valley Film Festival              | Datebook    | Daily ROP/Datebook Deadlines |             |
| TBD   | Hardly Strictly Bluegrass Preview      | Datebook    | Daily ROP/Datebook Deadlines |             |
| 9/23  | Truckee/North Tahoe                    | Travel      | 9/14 • 5PM                   | 9/18 • 5PM  |
| 9/23  | Litquake                               | Datebook    | Daily ROP/Datebook Deadlines |             |
| 9/27  | SFIS Homes                             | Stand-Alone | 9/5 • 5PM                    | 9/11 • 5PM  |
| 9/30  | Baja                                   | Travel      | 9/24 • 5PM                   | 9/26 • 10AM |
| 9/30  | Hardly Strictly Bluegrass              | Datebook    | 9/21 • 3PM                   | 9/26 • 10AM |

**JUL**

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**AUG**

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**SEP**

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10

|   | PUB   | THEME                                     | SECTION        | SPACE       | FINAL MATERIAL |
|---|-------|---|----------------|-------------|----------------|
|   | TBD   | SF Giants Playoffs and World Series (TBD) | Sporting Green | TBD         | TBD            |
|   | 10/7  | Las Vegas                                 | Travel         | 10/1 • 5PM  | 10/3 • 10AM    |
|   | 10/7  | Meals on Wheels                           | Stand-Alone    | TBD         | TBD            |
|   | 10/14 | Island Style                              | Style          | 10/5 • 5PM  | 10/9 • 5PM     |
|   | 10/14 | Vallejo                                   | Stand-Alone    | 10/5 • 5PM  | 10/9 • 5PM     |
|   | 10/14 | The State of Jefferson                    | Travel         | 10/8 • 5PM  | 10/10 • 10AM   |
| M | 10/14 | Warriors Pre-Season                       | Magazine       | TBD         | TBD            |
|   | 10/21 | Napa County                               | Travel         | 10/12 • 5PM | 10/16 • 5PM    |
|   | 10/21 | Bar Stars                                 | Food + Home    | 10/15 • 5PM | 10/17 • 10AM   |
|   | 10/25 | SFIS Homes                                | Stand-Alone    | 10/3 • 5PM  | 10/9 • 5PM     |
|   | 10/28 | Sonoma County                             | Travel         | 10/19 • 5PM | 10/23 • 5PM    |
|   | TBD   | NBA Preview                               | Sporting Green | TBD         | TBD            |

11

|   |       |                             |             |             |              |
|---|-------|-----------------------------|-------------|-------------|--------------|
|   | 11/4  | Palm Springs                | Travel      | 10/29 • 5PM | 10/31 • 10AM |
|   | 11/4  | Holiday Entertaining        | Food + Home | 10/29 • 5PM | 10/31 • 10AM |
|   | 11/4  | Holiday Arts Preview        | Datebook    | 10/26 • 3PM | 10/31 • 10AM |
|   | 11/11 | Santa Cruz                  | Travel      | 11/2 • 5PM  | 11/6 • 5PM   |
|   | 11/11 | Holiday Movies              | Datebook    | 11/2 • 3PM  | 11/7 • 10AM  |
|   | 11/18 | Ski Issue                   | Travel      | 11/12 • 5PM | 11/14 • 10AM |
| T | 11/18 | SFC International Auto Show | Stand-Alone | TBD         | TBD          |
| M | TBD   | In The Kitchen Recipes      | Magazine    | TBD         | TBD          |
|   | 11/25 | Monterey County             | Travel      | 11/16 • 5PM | 11/20 • 5PM  |
|   | 11/25 | Holiday Gifting Kickoff     | Style       | 11/16 • 5PM | 11/20 • 5PM  |
|   | 11/29 | SFIS Homes                  | Stand-Alone | 11/7 • 5PM  | 11/13 • 5PM  |

12

|   |       |                           |             |              |              |
|---|-------|---------------------------|-------------|--------------|--------------|
| T | 12/2  | Green State: Marijuana    | Stand-Alone | 11/16 • 5PM  | 11/21 • 2PM  |
|   | 12/2  | Reno                      | Travel      | 11/26 • 5PM  | 11/28 • 10AM |
|   | 12/9  | The Future of Travel      | Travel      | 12/3 • 5PM   | 12/5 • 10AM  |
|   | 12/9  | Gift Guide                | Style       | 11/30 • 5PM  | 12/4 • 5PM   |
|   | 12/9  | Winemaker of the Year     | Food + Home | 12/3 • 5PM   | 12/5 • 10AM  |
|   | 12/9  | Future of Retail          | Business    | 12/3 • 5PM   | 12/5 • 10AM  |
|   | 12/16 | Los Angeles               | Travel      | 12/10 • 5PM  | 12/12 • 10AM |
| M | 12/16 | Year in Pictures          | Magazine    | 11/8 • W 3PM | 11/15 • 5PM  |
|   | 12/23 | TBD                       | Travel      | 12/17 • 5PM  | 12/19 • 10AM |
|   | 12/27 | SFIS Homes                | Stand-Alone | 12/5 • 5PM   | 12/11 • 5PM  |
|   | 12/30 | Where to Go 2019          | Travel      | 12/21 • 12PM | 12/26 • 10AM |
|   | 12/30 | Year in Fashion/Lifestyle | Style       | 12/21 • 2PM  | 12/24 • 11AM |

Please note that deadlines are subject to change.

OCT

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NOV

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DEC

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