

2012 Editorial Calendar



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March 2012

FEATURE *Let the River Move You* / Call the Colorado America's river—a spectacular, winding, roaring, and (sometimes) placid river that formed the Grand Canyon, helps feed the nation, and offers a world-class outdoor playground. Acclaimed photographer Peter McBride, who grew up on a ranch beside that river, has played in and shot the Colorado from every possible angle. Let him be your personal adventure guide to the very best places to swim, hike, bird, gawk, and even surf. Yes, surf. For 45 minutes per wave.

FEATURE *...It's How You Play the Game* / We see a lot of bad sports on TV these days, which makes the good ones stand out even more. Here, we celebrate the people who compete hard, follow the rules when they have to, and lose heroically. Brad Herzog offers up a star-studded (and sometimes obscure) roster of good athletes with great souls—along with a powerful argument on why they matter so much.

FEATURE *No One is Born a Hero* / In a lifetime, we will impart many gifts to our children. Like the gift that one father is about to give to his daughter: a book of inspiring stories that, some day, will bring out the fighter in her—and so much more. By Brad Meltzer

ADVENTURE IN New Orleans

LIFE ADVENTURE New Orleans

SPECIAL ADVERTISING SECTION Spirit of Virginia

April 2012

PACKAGE *It's Called Play* / Our bodies know it. Our brains know it. Now science has proven it: Adults and kids both need stupid, pointless fun. We offer research, instructions, a 7-year-old expert; plus awesome free shoes courtesy of our "payout" partner, Keen.

FEATURE *Dynamo, Mississippi* / In 2009, gym owner Linda Fondren grew tired of Mississippi being the "heavyweight" champion of the nation for five years running. So she started a program called "Shape Up Vicksburg," and through community outreach, free gym participation on Saturdays, organized walks, and nutrition classes, she led residents in losing a combined 15,000 pounds in the program's first year. By Kate Silver

ADVENTURE IN Orange County, California

LIFE ADVENTURE Orange County, California

SPECIAL ADVERTISING SECTION Destination Texas

May 2012

FEATURE *Trade of the Tools* / One man's personal journey of being a Habitat for Humanity volunteer in Los Angeles. By John Rosenthal

FEATURE *Project Runway* / A behind the scenes look at the "On the Fly," a reality television series about the day-to-day doings at Southwest Airlines that debuts on The Learning Channel on May 24. By John McAlley

FEATURE *Confessions of a TED Fanatic* / By David Hochman

ADVENTURE IN Detroit

SPECIAL ADVERTISING SECTION Spirit of California; Spirit of Houston

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June 2012

FEATURE *The Power of One* / Through hard work and with a unique vision, these seven people are bringing about positive change in their communities—and across the country.

ADVENTURE IN Omaha

LIFE ADVENTURE Omaha

SPECIAL ADVERTISING SECTION Spirit of New Mexico; Music City: Nashville

July 2012

FEATURE *Oyster Renaissance* / Oysters, long loved as an appetizer and aphrodisiac, have been in decline around the country for decades. But these mollusks can help clean the waterways and their reefs serve as habitats for other organisms. Lately there have been inspiring local efforts all around the country to bring these creatures back. This story offers a first-hand look into the fledging oyster revival, and what it means to our eateries—and environment.
By Jane Margolies

ADVENTURE IN Kansas City, Missouri

LIFE ADVENTURE Kansas City, Missouri

SPECIAL ADVERTISING SECTION Spirit of Nevada; Spirit of Health

August 2012

FEATURE *Roughing It Deluxe* / One of you heads for the trail while the other heads for the spa? You can still have a great vacation together in these 21 places that offer the best of both worlds. We find the best places in America where serious adventure and luxurious relaxation cross paths.

ADVENTURE IN Tampa

LIFE ADVENTURE Tampa

SPECIAL ADVERTISING SECTION Northwest Florida Beaches

September 2012

FEATURE *Learn New Tricks* / A package on self-improvement of the wacky and/or very practical kind. OR...

The Age Issue / What's it like to be a kid these days? What's it like to be a centenarian? This is not a package about aging, it's about living—and changing times. For instance, we'll ask 10 people of varying age (very young to very old) the same question. Will their answers reveal universal truths about the human experience?

ADVENTURE IN Atlanta

LIFE ADVENTURE Atlanta

SPECIAL ADVERTISING SECTION Men's Health; Spirit of Missouri

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October 2012

FEATURE *Read This with Your Eyes Closed* / The darkest spots in America, along with the scariest. Plus a package on things you can do—safely, without embarrassment—with your eyes closed...from the best audio books to headphone reviews to the latest roller coasters.

OR...

The Photography Issue

ADVENTURE IN Colorado Tourism

LIFE ADVENTURE Colorado Tourism

SPECIAL ADVERTISING SECTION Women's Health

November 2012

PACKAGE *The Family Issue* / Stories of family, plus the latest resources that help you research—and maybe improve—your family tree. Plus a huge infographic that helps you understand your genes. What can you blame your ancestors for? Finally, a guide to dealing with the most awkward family situations...like, say, Thanksgiving.

ADVENTURE IN Greenville, S.C.

LIFE ADVENTURE Greenville, S.C.

SPECIAL ADVERTISING SECTION Spirit of Reno-Tahoe

December 2012

PACKAGE *Party!* / A package on how to make the obligatory holiday party a genuine blast, whether at home or with co-workers. Plus an essay on editorial director Jay Heinrichs' dad, a frustrated inventor who built a volcano, a caveman mini-golf course, a basement waterfall (with fish), and basically dedicated every moment of his free time to theme parties—all of them disappointing, occasionally hilariously so.

ADVENTURE IN TBD

LIFE ADVENTURE TBD

SPECIAL ADVERTISING SECTION Spirit of Florida; Health Resolutions

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