

EDITORIAL CALENDAR (SUBJECT TO CHANGE)

February

PREDATORS

- Predator Secrets
- Mountain Lions
- Franchise Feature: Alaska Grand Slam
- Gear:
 - Electronic Varmint Calls
- Gear Tests:
 - Flashlights
 - Air Rifles

AD CLOSE: 12/1/08
ON SALE: 1/20/09

March

SURVIVAL

- How to Survive
- Return of the Grizzly
- Turkey Tactics
- Gear Test: Annual Tackle Test

AD CLOSE: 1/2/09
ON SALE: 2/24/09

April

DEER OF THE YEAR

- Deer of the Year
- Spring Black Bear
- Fish Like a Guide
- Gear Tests:
 - Knives
 - Backpacks
 - Raingear

AD CLOSE: 2/2/09
ON SALE: 3/24/09

May

ADVENTURE!

- Cape Buffalo
- Crossbow Controversy
- Louisiana Fishing
- Gear Tests:
 - Best New Bows
 - Fishing Swimbaits
 - Fishing Footwear
- New Bonus Section! Camping Select

AD CLOSE: 3/4/09
ON SALE: 4/21/09

June/July

BEST PLACES TO LIVE

Double Issue

- Top 200 Towns
- Great Outdoor Hoaxes
- Wyoming Mule Deer
- Reader Adventure Writing Contest
- Reader Adventure Photo Contest
- Catch More Fish This Summer
- Gear Tests:
 - Shotguns
 - Binoculars/Spotting Scopes
- New Bonus Section! Camping Select

AD CLOSE: 4/2/09
ON SALE: 5/26/09

August

BEST NEW RIFLES & SCOPES

- Budget Gear
- Colorado Mule Deer
- Best Fishing Float Trips
- Gear Tests:
 - Rifles
 - Riflescopes

AD CLOSE: 6/1/09
ON SALE: 7/21/09

September

HUNT THE WEST

- Hunt the West (For Less Than You Think)
- Extreme Elk Hunts
- Deer Tactics
- Gear:
 - Best Ammo of the Year
 - Crossbows
 - Dove Gear
- Gear Test:
 - Two-Way Radios

AD CLOSE: 7/1/09
ON SALE: 8/18/09

October

BIGGEST BUCKS EVER

- 25 Best Deer of All Time!
- Open Letter to the President
- Chukar Nuts
- Gear Roundup:
 - Climbing Stands
- Gear Tests:
 - Gun Cases
 - Sleeping Bags
 - Hunting Boots

AD CLOSE: 8/3/09
ON SALE: 9/22/09

November

HEART OF THE RUT

- Guide to Deer Hunting's Best Days
- Alberta Moose
- Adventure: Wyoming Guide Disaster
- Gear:
 - Waterfowl Calls
 - Upland Vests
 - Buck Lure
- Gear Test:
 - Range Finders

AD CLOSE: 9/1/09
ON SALE: 10/20/09

December/January '10

DEEP WINTER BUCKS!

Double Issue

- Late Season Whitetails
- OL's Bucket List
- Predator Secrets
- Maine Sea Ducks
- Gear: Holiday Gift Guide, Annual Truck and ATV Buyer's Guide
- Gear Test:
 - Extreme Outerwear
- Franchise:
 - Africa Grand Slam
 - The OL 25
 - Save-A-Stream

AD CLOSE: 10/1/09
ON SALE: 11/24/09