

# 2012 Editorial Calendar

## JANUARY/FEBRUARY 52 great weekend getaways

Small Beach Towns • Then & Now Photo Essay •  
**Escapes:** A Weekend in Key West • **Living In:** Destin

**Advertorial:** Visit Florida

Space Close .....11/11/11

On Sale..... 1/3/12

## MARCH/APRIL adventure travel

Best Guides for Kayaking, Snorkeling, Diving and More  
• Key West • Ethnic Neighborhoods for Food-Centric  
Travelers • Getaways for Couples • **Escapes:** One  
Great Night in Downtown Miami • **Living In:** Delray  
Beach

**Advertorial:** Family Getaways

Space Close .....1/17/12

On Sale..... 3/6/12

## MAY/JUNE florida road trip guide

The "New" St. Petersburg • Underwater Photo Essay •  
Hotel Getaways Where the Art and Architecture Wow  
• **Escapes:** Discovering Fort Myers' Assets

**Advertorial:** Visit Florida

Space Close .....3/20/12

On Sale..... 5/8/12

## JULY/AUGUST the beach issue

In Search of the Best Fish Sandwiches • Our Favorite  
Florida Cruises • St. Augustine Discovered • Cocktail  
Hour: Best Bars, Mixologists and Cocktail Trends •  
**Escapes:** Where to Go to Get Out of the Heat and  
Sun

**Advertorial:** Summer Getaways

Space Close .....5/22/12

On Sale.....7/10/12

## SEPTEMBER/OCTOBER the best of issue

Artists in Residence: Performing Arts Companies  
and What they Have Planned for the Season. • Lake  
Okeechobee Walkabout • Unplugged. Quiet Places  
to Get Away from the Rat Race, from Romantic  
Hideaways to Nature Encounters • **Escapes:** A  
Water-Sports Roadtrip Down the Florida Keys

Space Close .....7/17/12

On Sale.....9/4/12

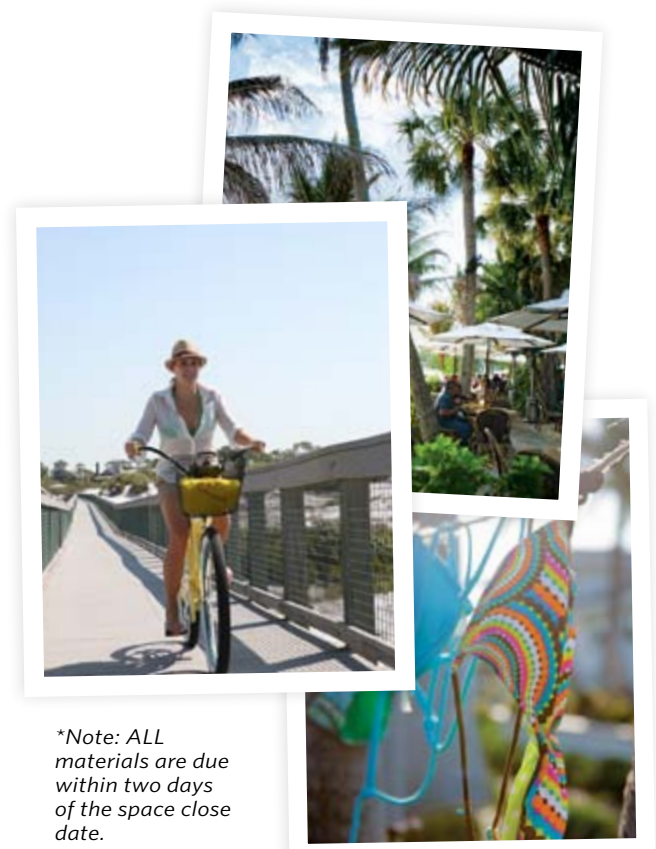
## NOVEMBER/DECEMBER best places to live (and play)

South Beach • Ultimate Food Guide • Star Venues -  
Theaters, Stadiums, Performing Arts Centers • FT+L  
Photo Contest • **Escapes:** Florida Holiday

Space Close .....9/13/12

On Sale.....11/6/12

**PRINT**



*\*Note: ALL materials are due within two days of the space close date.*

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MAIN MENU