



ISSUE AND RESERVATION CLOSING DATES

Issue	Cover Topic	Space Deadline	Material Deadline	On-Sale Date
January	New Boat & Motor Showcase Rod & Reel Buyer's Guide	11/1/06	11/8/06	12/28/06
February	New Lures Fishing Accessory Buyer's Guide	12/1/06	12/5/06	1/25/07
March	New Rod & Reel Preview Boat & Motor Buyer's Guide	1/1/07	1/10/07	2/22/07
April	New Fishing Accessory Resource Lure Buyer's Guide	2/1/07	2/7/07	3/29/07
May/June	New Line, Hooks & Weights Father's Day Gift Guide	3/1/07	3/7/07	4/26/07
July/August September	Summer Fishing Products ICAST Insert	5/1/07	5/9/07	6/28/07
October/ November/ December	2008 New Equipment Preview Holiday Gift Guide	8/1/07	8/9/07	9/27/07