



## OCTOBER

### Issue Date

### Ad Copy/Space Deadline

Oct. 3  
Issue 20

Southern Zone Deer Preview: .....Sept. 19  
• *Calling and decoy strategies for fall turkey hunting*  
• *Practical AR-15 accessories*

Oct. 17  
Issue 21

Wild Game Cooking Special: .....Oct. 3  
• *Grillin': Buying and maintaining an upscale grill*  
• *Freezer tips: How long is too long to keep wild game and fish?*  
• *Can deer see blaze orange?*

Oct. 31  
Issue 22

Last Minute Whitetails: .....Oct. 17  
• *Spomer on shooting sticks, even for Eastern whitetails*  
• *Camping gear for after the snow flies*

## NOVEMBER

### Issue Date

### Ad Copy/Space Deadline

Nov. 14  
Issue 23

Trapping Season Preview: .....Oct. 31  
• *Real estate: Hunting property as a revenue source*  
• *Ammo storage: best ammunition containers*  
• *Organize now: Four top spring habitat projects*

Nov. 28  
Issue 24

Ice Fishing Season Preview: .....Nov. 14  
• *The Outdoor News Buyer's Guide: New augers, heaters, shelters and sleds*  
• *The Outdoor News Buyer's Guide: New ice tackle, rods, reels, tip-ups, and lures*

## DECEMBER

### Issue Date

### Ad Copy/Space Deadline

Dec. 12  
Issue 25

Christmas Gift Guide Special: .....Nov. 28  
• *Great holiday gift ideas, plus the annual book review*  
• *Thermal optics options for night hunting*  
• *Top locations for first-ice panfish*  
• *The Outdoor Steward: Battery power – the new class of cordless tools*

Dec. 26  
Issue 26

Year-End Review: .....Dec. 12  
• *Hard-water opportunities: Targeting whitefish through the ice*  
• *Properly silencing your predator-hunting rifle*  
• *Staff picks: 5 classic American outdoors scribes to read this winter*  
• *The Outdoor Steward: Develop a plan now for spring planting 2026*

• Specific articles ❖ Sport Shows (bonus circulation)



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**Hunting**

**Shooting**

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## 2025 Editorial Calendar

OutdoorNews.com/Advertise

\* Includes pass-along based upon independent market research

**JANUARY**

### Issue Date

### Ad Copy/Space Deadline

Jan. 10  
Issue 1

Launching Another Sporting Year: ..... Dec. 26

- *Ice fishing – non-traditional species for targeting under the hard water*
- *Planning a “prairie turkey” hunt on Western tribal lands*
- *Tips for navigating the Western big game tag system*

❖ NEW YORK SPORTSMAN'S EXPO - SYRACUSE, NY (1/24-1/26)

Jan. 24  
Issue 2

Heart of the Hard-Water Season: ..... Jan.10

- *The Outdoor Steward: Cultivating gear and implements for your ATV/UTV*
- *Plastics options for winter walleyes*
- *Outdoor Steward: The importance of safety glasses when working afield*

• Specific articles ❖ Sport Shows (bonus circulation)



## FEBRUARY

### Issue Date

### Ad Copy/Space Deadline

Feb. 7

Issue 3

Cabin Fever Special: .....Jan. 24

• *To build a blaze: basic fire-starting tools to carry in the field*

• *Purchasing your first forward-facing sonar unit*

❖ NEW YORK FARM SHOW - SYRACUSE, NY (2/20-2/22)

❖ ADIRONDACK OUTDOORSMAN SHOW - JOHNSTOWN, NY (2/22-2/23)

Feb. 21

Issue 4

Prepping for Freshwater Fishing: .....Feb. 7

• *Small craft (kayak and canoe) angling possibilities and tools*

• *The Outdoor News Buyer's Guide: A look at new fishing watercraft for 2025*

• *Bass'n Plan: 2025 national bass fishing tournament preview*

• *Buying a turkey shotgun*

❖ WESTERN NY SPORT & TRAVEL EXPO - HAMBURG, NY (3/7-3/9)

## MARCH

### Issue Date

### Ad Copy/Space Deadline

March 7

Issue 5

Saltwater Preview: .....Feb. 21

• *The Outdoor News Buyer's Guide: Roundup of new boat motors and trolling motors for 2025*

• *The Outdoor News Buyer's Guide: Knife marketplace 2025*

• *The Outdoor Steward: Managing a timber sale*

❖ THE BIG EAST CAMPING & OUTDOOR SPORT SHOW - VERONA, NY (3/22-3/23) (TENTATIVE)

March 21

Issue 6

Trout Season Preview: .....March 7

• *Using a GPS and/or smartphone to navigate afield*

• *How to properly hold a handgun*

• *The Outdoor News Buyer's Guide: Sorting out the latest and greatest rods and reels*

## APRIL

### Issue Date

### Ad Copy/Space Deadline

April 4

Issue 7

Spring Gobbler Preview: .....March 21

• *Eric Morken on run-and-gun turkey tactics and gear*

• *New hunting products from 2025 SHOT and ATA shows*

• *Bass'n Plan: Results from 2025 Bassmaster Classic*

April 18

Issue 8

Walleye/Pike Preview: .....April 4

• *The Outdoor Steward: Compact tractor roundup*

• *Outdoor News Buyer's Guide: What's new in lures*

• *Recapping B&C's top 5 all-time typicals*

## MAY

### Issue Date

### Ad Copy/Space Deadline

May 2

Issue 9

Great Lakes Preview: .....April 18

• *Beyond flies: Six great trout "lures"*

• *Agency profile: Hunting opportunities on Department of Defense properties*

• *Spring boat maintenance: Updating and customizing live sonar bracket*

May 16

Issue 10

Bass Season Kickoff: .....May 2

• *Bass'n Plan: Working the effective chatterbait*

• *How to work a jig properly*

• *Breaking down the black bass species and subspecies*

May 30

Issue 11

Summer Fishing Success: .....May 16

• *Targeting muskies and other big sportfish via classic spinners*

• *Great Lakes salmon forecast 2025*

• *Into the woods: Precautions for heading into snake country*

• *King of the Great Lakes - when and where to catch Chinooks*



# JUNE

## Issue Date

## Ad Copy/Space Deadline

June 13

Issue 12

Father's Day Gift Guide 2025: ..... May 30

- *4x4 SUVs and Trucks: The growing EV marketplace*
- *Bass'n Plan: Think forage for better bass action*
- *The Outdoor Steward: Summer food plot maintenance – lime, fertilizer, mowing*
- *Hold 'em, don't squeeze 'em: Properly holding a fish*

June 27

Issue 13

Shooting Through Summer: ..... June 13

- *Ron Spomer: Four common shooting mistakes*
- *Summer river fishing tactics*
- *Mountain biking for summer fun and autumn stalking*

# JULY

## Issue Date

## Ad Copy/Space Deadline

July 11

Issue 14

Dog Training Special: ..... June 27

- *Beyond morning jogs: Exercising your dog's mind*
- *Breed profile: the rebirth of the Springer spaniel*
- *Five budget trailcam options*

July 25

Issue 15

Gearing Up for the Fall: ..... July 11

- *Tips for buying a gun safe*
- *Purchasing long-distance optics without breaking the bank*
- *Rifle cartridges: the .308 family of hunting rounds*
- ❖ *EMPIRE FARM DAYS - POMPEY, NY (7/31-8/2) (TENTATIVE)*

# AUGUST

## Issue Date

## Ad Copy/Space Deadline

Aug. 8

Issue 16

Archery Preview: ..... July 25

- *The latest and greatest in compounds for 2025*
- *Single-bevel broadhead renaissance*
- *Reports from ICAST 2025*
- ❖ *NEW YORK STATE WOODSMEN'S FIELD DAYS - BOONVILLE, NY (8/15-8/17)*

Aug. 22

Issue 17

Bear Season Preview: ..... Aug. 8

- *Black bear by bow: Building an archery setup for bears*
- *The Outdoor News Buyer's Guide: Profiling the latest in the faithful quad marketplace*
- *The super-mobile bowhunter: lightweight treestands*
- ❖ *NY STATE TRAPPERS CONVENTION - COBLESKILL, NY (8/28-8/30) (TENTATIVE)*

# SEPTEMBER

## Issue Date

## Ad Copy/Space Deadline

Sept. 5

Issue 18

Small Game Preview: ..... Aug. 22

- *Small game rounds beyond the .22 LR*
- *Top options in dog-training collar*
- *Bass'n plan: Punching through late-season vegetation*
- *The Outdoor News Buyer's Guide: 2024 review of new crossbows*
- *Live-bird warm-up: Shooting pigeons*

Sept. 19

Issue 19

Northern Zone Big Game Preview: ..... Sept. 5

- *Succeed this fall: Four reasons you're an unsuccessful archer*
- *The best modern rifle bullets for white-tailed deer hunting*
- *Four ways to bring waterfowl in closer*
- *Chukars: Where to find prime Hungarian partridge opportunities*