

Minnesota Outdoor News

2026 EDITORIAL CALENDAR

These stories and topics will be included on the pages of Outdoor News in 2026, so pick the issue that will highlight your product the best!

• Specific articles ❖ Sport Shows (bonus circulation)

Note: Ad deadline is the right-hand column.

JANUARY		
Issue Date		Ad Deadline
Jan. 2 <i>(Issue 1)</i>	Launching the New Year • Outdoor Lifestyle: Bucket-list adventures for 2026 • Heading west? How to corner cross legally	Dec. 23
Jan. 9 <i>(Issue 2)</i>	When Hard Water is King • Deep-freeze tactics: Midwinter eyes on structure and flats • Rifled barrel shotgun options	Dec. 31
Jan. 16 <i>(Issue 3)</i>	Cylinder Index Issue • Buyer's Guide: Roundup of new boat motors and trolling motors • The Outdoor Steward: Plan now for 2026 buckthorn battles	Jan. 8
Jan. 23 <i>(Issue 4)</i>	Great New Boats for 2026 • Buyer's Guide: A look at new fishing watercraft for 2026 • Bass'n plan: Tips for bass fishing in the South	Jan. 15
Jan. 30 <i>(Issue 5)</i>	Traveling Hunter Special • Four top states to hunt snow geese in spring • Surfcasting the Sunshine State – Florida no boat required	Jan. 22

FEBRUARY		
Issue Date		Ad Deadline
Feb. 6 <i>(Issue 6)</i>	Technology Special • Purchasing your first forward-facing sonar unit • Do I need a red dot on my turkey shotgun? ❖ <i>St. Cloud Sportsmen's Show — St. Cloud, MN (2/6-2/8)</i>	Jan. 29
Feb. 13 <i>(Issue 7)</i>	Big Fish Special • The Outdoor News Buyer's Guide: 2026's new fly rods • Bass'n Plan: 2026 national bass fishing tournament preview	Feb. 5
Feb. 20 <i>(Issue 8)</i>	New Turkey Gear 2026 • Outdoor Steward: Spring site work for autumn ground ambushes ❖ <i>Duluth Boat, Sports, Travel and RV Show — Duluth, MN (2/19-2/22)</i> ❖ <i>Pheasant Fest & Quail Classic — Minneapolis Convention Center (2/20-2/22)</i>	Feb. 12
Feb. 27 <i>(Issue 9)</i>	Transition Season • New hunting products from 2026 SHOT and ATA shows	Feb. 19

MARCH		
Issue Date		Ad Deadline
March 6 <i>(Issue 10)</i>	The Shooting Sportsman • 10 top lifetime hunting gear investments ❖ <i>Northwest Sportshow — Minneapolis, MN (3/5-3/8)</i>	Feb. 26
March 13 <i>(Issue 11)</i>	Spring Deer Break • Outdoor Steward: Food plot habitat improvements for whitetails	March 5
March 20 <i>(Issue 12)</i>	Soft Water Preview • Outdoor Steward: Restoring private wetlands for fish and fowl • Buyer's Guide: Sorting out the latest and greatest rods and reels	March 12
March 27 <i>(Issue 13)</i>	Turkey Hunting Special Edition • Bass'n Plan: Results from 2026 Bassmaster Classic • Are turkeys onto decoys? Options for life-like turkey decoys	March 19

APRIL		
Issue Date		Ad Deadline
April 3 <i>(Issue 14)</i>	Cold-Weather Opportunities • Identifying "pocket water" for stream trout	March 26
April 10 <i>(Issue 15)</i>	Spring into Open Water 2026 • Buyer's Guide: What's new in lures (including muskie lures!) for 2026 • Bass'n Plan: Five reasons you're not catching big bass	April 2
April 17 <i>(Issue 16)</i>	Gunning for Gobblers in the Greenwoods • Calling too much? Matching pressure with strategy	April 9
April 24 <i>(Issue 17)</i>	Minnesota Fishing Opener Special Edition • Backtrolling in the electronics era... still relevant!	April 16

MAY		
Issue Date		Ad Deadline
May 1 <i>(Issue 18)</i>	Last-Minute Pike and Walleye Opener Tips • Getting serious with fillet knife sharpening and maintenance • GPS'n: Handheld units and smartwatches	April 23
May 8 <i>(Issue 19)</i>	Hawgin' Time! • Bass'n Plan: Fishing those tricky, multi-species jerkbaits • Glen Schmitt's grand open water Minnesota lakes prognostications	April 30
May 15 <i>(Issue 20)</i>	Gotta Love Them Great Lakes! • Lake trout – Collapse, comeback or holding pattern? • Bass'n Plan: Top Great Lakes bass sanctuaries	May 7
May 22 <i>(Issue 21)</i>	Muskie Opener Preview • Figure-8 or Die: the crucial final seconds of every cast • Join a summer trap or skeet league to help fall wingshooting	May 14
May 29 <i>(Issue 22)</i>	Father's Day Gift Guide • Ron Spomer: Accurate rifles under \$1,000 • 4x4 SUVs and Trucks: Top mid-size truck options	May 20

JUNE		
Issue Date		Ad Deadline
June 5 <i>(Issue 23)</i>	Summer Shooter's Clinic • Explaining different rifle actions	May 28
June 12 <i>(Issue 24)</i>	Fall Afield Success Starts Now! • Using a kayak this year to scout and hunt whitetails • Longetivity afield: Options to improve your vision	June 4
June 19 <i>(Issue 25)</i>	The Great Summer Fishing Special Edition • Bass'n Plan: Top lures for targeting North Country smallmouth	June 11
June 26 <i>(Issue 26)</i>	Dog Training Season Preview • Breed profile: 5 hunting breeds that are great in the house • Trail cameras + mock scrapes = deer intel gold	June 18

Issue Date **JULY** Ad Deadline

- July 3** **Better Fall Hunting Special** **June 25**
(Issue 27)
 - The resurgence of lever-action rifles
 - Rifle cartridges: ubiquitous .223s
- July 10** **Transition Seasons** **July 1**
(Issue 28)
 - Optics: Why would I buy a monocular?
 - A beginner's guide to building great arrows
- July 17** **The Archer – Bowhunting 2026** **July 9**
(Issue 29)
 - The latest and greatest in compounds for 2026
 - Expandable broadhead styles and options
- July 24** **Canine Conundrum Revisited** **July 16**
(Issue 30)
 - What about mutts? Mixed-breed dogs afield
 - Reports from ICAST 2026
- July 31** **Season of the Bear** **July 23**
(Issue 31)
 - The best calibers for bear hunting

AUGUST

- Aug. 7** **The Outdoor News Small Game Preview** **July 30**
(Issue 32)
 - Regional ruffed grouse forecast
 - Silencer or suppressor? What's the difference?

❖ *Game Fair — Ramsey, MN (8/7-8/9) Official Show Program*
- Aug. 14** **Archery Preview** **Aug. 6**
(Issue 33)
 - How to choose an archery release
 - News Buyer's Guide: 2026 review of new crossbows

❖ *Game Fair — Ramsey, MN (8/14-8/16) Official Show Program*
- Aug. 21** **ATV/UTVs 2026** **Aug. 13**
(Issue 34)
 - Buyer's Guide: Profiling the latest in the faithful quad marketplace
- Aug. 28** **Waterfowl Outlook 2026** **Aug. 20**
(Issue 35)
 - Waterfowling: Getting a South Dakota tag in 2027
 - Waterfowler's wishlist: New gear changing the game

❖ *Minnesota State Fair — St. Paul, MN - 1st Edition (starts 8/27)*

SEPTEMBER

- Sept. 4** **Prime Time Out-of-Doors** **Aug. 27**
(Issue 36)
 - Thermals, saddles and funnels: Hill country tactics for bowhunters
 - Shotgunning mojo wings and choke tubes: How far is too far?

❖ *Minnesota State Fair — St. Paul, MN - 2nd Edition (ends 9/7)*
- Sept. 11** **The Game's Afoot** **Sept. 2**
(Issue 37)
 - Do I really need a 3-1/2-inch shell shotgun?
 - Decoying: Just how well can ducks see?
- Sept. 18** **Fowl Times** **Sept. 10**
(Issue 38)
 - Where are the roosters? Regional fall pheasant forecast for 2026
 - Bust a' move... and a flock. Fall turkey-hunting tactics
- Sept. 25** **Peak Colors, Peak Opportunities** **Sept. 17**
(Issue 39)
 - Where do big bucks go when they disappear?

Issue Date **OCTOBER** Ad Deadline

- Oct. 2** **Wild Game Cooking Special** **Sept. 24**
(Issue 40)
 - Freezer audit: Cook through what you forgot you had
 - 5 top coolers for moving big game... and other cold stuff
- Oct. 9** **Smart Shooting** **Oct. 1**
(Issue 41)
 - Four myths about shotguns and shotgunning
- Oct. 16** **Minnesota Deer Hunting Special Edition** **Oct. 8**
(Issue 42)
 - The Outdoor News Forecast: 2026 firearms hunt zone-by-zone
- Oct. 23** **New Wave Winter Recreation** **Oct. 15**
(Issue 43)
 - Heated wall tent setups for backcountry ice fishing
- Oct. 30** **Winter Project** **Oct. 22**
(Issue 44)
 - Got a hankering to build a wooden canoe?

NOVEMBER

- Nov. 6** **Big Game Strategies** **Oct. 29**
(Issue 45)
 - Tag Soup or Tag Soup-er?: Bouncing back from missed shots
 - Top modern ammo innovations for big-game hunters
- Nov. 13** **Back to the Basics of Hard Water** **Nov. 5**
(Issue 46)
 - Buyer's Guide: New augers, heaters, shelters and sleds
- Nov. 20** **Keep North Country Cold Special Edition** **Nov. 12**
(Issue 47)
 - Outdoors lit: A classic winter campfire tale
 - Great holiday gift ideas, plus the annual book review
- Nov. 27** **Top First-Ice Locations** **Nov. 19**
(Issue 48)
 - Buyer's Guide: New ice tackle, rods, reels, tip-ups, and lures
 - Bluegills for grownups: Ultralight gear and ice fly tactics

DECEMBER

- Dec. 4** **Early Ice Tactics** **Nov. 25**
(Issue 49)
 - Minnow wars: Real bait, soft-plastics, or scented hybrids?

❖ *Ice Fishing, Snowmobile & Winter Sport Show — St. Paul (12/4-6)*
- Dec. 11** **Off-Season Opportunities** **Dec. 3**
(Issue 50)
 - How to fly with outdoor gear in 2027
 - Texas exotics: A winter cure for cabin fever

❖ *Arrowhead Ice Fishing and Winter Show — Duluth, MN (12/11-13)*
- Dec. 18** **Happy Holidays** **Dec. 10**
(Issue 51)
 - The Outdoor Steward: More perennials in next year's food plot?
 - Off-season open water: What to look for in a saltwater rod
- Dec. 25** **Trapper's Delight** **Dec. 17**
(Issue 52)
 - Urban edge: The rise of suburban traplines for nuisance control and fur
 - The Outdoor Steward: Install a 55-gallon drum wildlife watering hole



Reach into the outdoors with a brand your customers trust!

Outdoor News, Inc., P.O. Box 47012, Plymouth, MN 55447-0012

(800) 535-5191 • (763) 546-4251

E-Mail: Advertising@OutdoorNews.com • www.OutdoorNews.com/Advertising