Illinois Outdoor News

2027 EDITORIAL CALENDAR

These stories and topics will be included on the pages of Outdoor News in 2027, 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. 8	Outdoor Planning for 2027	Dec. 23
(Issue 1)	• Outdoor Lifestyle: Powered clothing – heated without the hype	
	• Forward-facing sonar on ice: New budget options	
	• A suppressor-ready hunting rifle: Build the system	
Jan. 22	Late-Winter Special	Jan. 8
(Issue 2)	• Buyer's Guide: Roundup of new boat motors and trolling motors	
	• The Outdoor Steward: Build a drought-ready wildlife property	
	✤ *Chicagoland Fishing Expo — Schaumburg, IL (1/28-1/31)*	

FEBRUARY

Feb. 5	Fishing Prep Special	Jan. 22
(Issue 3)	• Buyer's Guide: A look at new fishing watercraft for 2027	
	• Bass'n plan: Kayak bass fishing grows up	
Feb. 19	Be an Outdoor Tech Wizard	Feb. 5
(Issue 4)	• Deciphering fish species on FFS (bass vs. walleye vs. panfish)	
	• Artificial intelligence in mapping, fish finding, and game	
	• The Outdoor News Buyer's Guide: Minimalist backpacks	

MARCH

March 5	Season of Transition	Feb. 19
(Issue 5)	• Bass'n Plan: 2027 national bass fishing tournament preview	
	• TSS turkey options and alternatives without the sticker shock	
	• New hunting products from 2027 SHOT and ATA shows	
March 19	Open Water Fishing	March 5
(Issue 6)	• The post-spawn exit route: A walleye spring location sequence	
	• Buyer's Guide: Sorting out the latest and greatest rods and reels	

APRIL

Issue Date		Ad Deadline
April 2	Spring Turkey Hunting	March 19
(Issue 7)	• Illinois Spring Turkey Season Preview	
	• Digital scouting for old-fashioned gobblers	
	• Bass'n Plan: Results from 2027 Bassmaster Classic	
April 16	Bass Fishing in Illinois	April 2
(Issue 8)	• Buyer's Guide: What's new in lures for 2027	
	• Bass'n Plan: Finesse tactics – hover-strolling, mid-strolling, jig-minnows, drop-shotting, Ned rigs and micro-swimbaits	
	• Intercept, don't interrogate: Finding gobbler travel corridors	
April 30	Fishing PREP 2027	April 16
(Issue 9)	• Bass'n Plan: All the rage... your urchin arsenal for 2027	
	• Buyer's Guide: Making the case for new low-stretch monofilament lines	

MAY

May 14	Lake Michigan Special	April 30
(Issue 10)	• Illinois Invasive Carp Update: Where are They Now?	
	• Bass'n Plan: Life after FFS... finding bass old school	
May 28	Father's Day Gift Guide	May 14
(Issue 11)	• Muskie lures: Downsize your hardware... or buck the trend?	
	• Bass'n Plan: 5 reasons you're not catching big bass	
	• 4 top after-market options for your hunting pickup	

JUNE

June 11	Summer Outdoors Guide	May 28
(Issue 12)	• DNR's Summer 2027 Fish Stocking Plan	
	• Why your scope won't stay zeroed	
June 25	Dog Training Special	June 11
(Issue 13)	• Bullish 'gills: New respect for big panfish	
	• Jig weight tips (hint, it matters more than color!)	
	• Testing mobile whitetail systems: tree saddles and harnesses	

JULY

Issue Date — Ad Deadline

July 9 — Ad Deadline: June 25 (Issue 14)
- Shooting Special
- Buying a rifle that actually fits
- How much scope does a Midwest deer hunter really need?

July 23 — Ad Deadline: July 9 (Issue 15)
- Late Summer Planning
- The latest and greatest in compounds for 2027
- One arrow, one chance: Traditional practice that transfers afield
- Reports from ICAST 2027

AUGUST

Aug. 6 — Ad Deadline: July 23 (Issue 16)
- Hunting Season Prep
- Using navigation apps for finding waterfowl, grouse, turkeys
- Short drills: The 20-minute weeknight gundo

Aug. 20 — Ad Deadline: Aug. 6 (Issue 17)
- Archery Hunters Guide
- Modern bow tuning: How far should you go?
- Outdoor News Buyer's Guide: 2027 review of new crossbows
- Buyer's Guide: Profiling the latest in the faithful quad marketplace

SEPTEMBER

Sept. 3 — Ad Deadline: Aug. 20 (Issue 18)
- Waterfowl Preview
- Preview of the 2027 Illinois Duck Season
- Lightweight ducking: The walk-in marsh system

Sept. 17 — Ad Deadline: Sept. 3 (Issue 19)
- Fall Hunting Special
- Hunt the doe shift, not just the rut calendar
- Your bird dog is lost or hurt... now what?
- Crafting a wind-based treestand rotation
- 5 bad shooting habits costing you birds

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DONATE

OCTOBER

Issue Date — Ad Deadline

Oct. 1 — Ad Deadline: Sept. 17 (Issue 20)
- Prime Time in Illinois Outdoors
- Decoying ducks: The small spread advantage
- Fruit tree options for autumn whitetails

Oct. 15 — Ad Deadline: Oct. 1 (Issue 21)
- Wild Game Cooking
- Pitmaster's delight: Three great wild game grill'n techniques
- Stop cooking every cut like a steak andmatch the cut

Oct. 29 — Ad Deadline: Oct. 15 (Issue 22)
- Ready for Winter?
- A complete hardwater power plan: The lithium ice camp
- Scrapes as a travel network?

NOVEMBER

Nov. 12 — Ad Deadline: Oct. 29 (Issue 23)
- Firearms Deer Season Prep
- Gun opener: Is the first sit the best sit?
- The sub-gauge upland question: 12s, 16s, 20s, or 28s?

Nov. 26 — Ad Deadline: Nov. 12 (Issue 24)
- Hard Water Options
- Buyer's Guide: New augers, heaters, shelters and sleds
- Cold enough to kill: Great survival writing for winter reading
- Great holiday gift ideas, plus the annual book review

DECEMBER

Dec. 10 — Ad Deadline: Nov. 26 (Issue 25)
- Taking On Winter
- Buyer's Guide: New ice tackle, rods, reels, tip-ups, and lures
- Fish the weeds you can't see... or can you?
- Ultralight warrior: The five-minute ice setup

Dec. 24 — Ad Deadline: Dec. 10 (Issue 26)
- Mid-winter Opportunities
- The Outdoor Steward: Is your habitat work actually working?
- When winter forgets to freeze: An inconsistent ice plan
- Selective trapping sets in an increasingly crowded landscape

Outdoor News
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