# Michigan 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. 1** | **Launching the New Year** | **Dec. 18** |
| (Issue 1) | • Outdoor Lifestyle: Powered clothing – heated without the hype<br>• $30,000 or hard work? Moose hunt Alaska on your own | |
| | ✣ *Kalamazoo Outdoor Sports Expo, Kalamazoo, MI (1/15-1/17)* | |
| **Jan. 15** | **The Heart of Winter** | **Dec. 30** |
| (Issue 2) | • Forward-facing sonar on ice: New budget options<br>• A suppressor-ready hunting rifle: Build the system<br>• The Outdoor Steward: Build a drought-ready wildlife property | |
| **Jan. 29** | **Boat Buyer's Special** | **Jan. 15** |
| (Issue 3) | • Buyer's Guide: Roundup of new boat motors and trolling motors<br>• Buyer's Guide: A look at new fishing watercraft for 2027<br>• Bass'n Plan: Kayak bass fishing grows up | |

### FEBRUARY

| | | |
|---|---|---|
| **Feb. 12** | **The Technology Special** | **Jan. 29** |
| (Issue 4) | • Deciphering fish species on FFS (bass vs. walleye vs. panfish)<br>• Artificial intelligence in mapping, fish finding, and game ID<br>• Bass'n Plan: 2027 national bass fishing tournament preview | |
| **Feb. 26** | **New Equipment Special** | **Feb. 12** |
| (Issue 5) | • The Outdoor News Buyer's Guide: Minimalist backpacks<br>• Outdoor Steward: Manage sunlight, not just seed<br>• Are traditional hunting cartridges obsolete – or better than ever? | |

### MARCH

| | | |
|---|---|---|
| **March 12** | **Spring Fever** | **Feb. 26** |
| (Issue 6) | • TSS turkey options and alternatives without the sticker shock<br>• 5 spots to catch trophy stream browns this spring<br>• Michigan DNR Annual Fish Stocking Report | |
| | ✣ *Ultimate Sport Show - Grand Rapids, MI (3/18-3/21)* | |
| **March 26** | **Spring Turkey Special Edition** | **March 12** |
| (Issue 7) | • Michigan Spring Turkey Season Preview<br>• Bass'n Plan: Results from 2027 Bassmaster Classic<br>• Digital scouting for old-fashioned gobblers | |

### APRIL

| Issue Date | | Ad Deadline |
|---|---|---|
| **April 9** | **Heady Days of Spring** | **March 26** |
| (Issue 8) | • Buyer's Guide: What's new in lures for 2027<br>• Bass'n Plan: Finesse tactics – hover-strolling, mid-strolling, jig-minnow fishing, drop-shotting, Ned rigs and micro-swimbaits | |
| **April 23** | **Spring Fishing Special** | **April 9** |
| (Issue 9) | • Bass'n Plan:All the rage... your urchin arsenal for 2027<br>• Intercept, don't interrogate: Finding gobbler travel corridors | |

### MAY

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|---|---|---|
| **May 7** | **Open Water Angling** | **April 23** |
| (Issue 10) | • After dark... don't forget the shallow-water night bite<br>• The five-species trolling spread: "Let's catch 'em all."<br>• Buyer's Guide: Making the case for new low-stretch monofiliment lines | |
| **May 21** | **Great Lakes Special** | **May 7** |
| (Issue 11) | • Bass'n Plan: Life after FFS... finding bass old school<br>• Muskie lures: Downsize your hardware... or buck the trend?<br>• Bass'n Plan: 5 reasons you're not catching big bass | |

### JUNE

| | | |
|---|---|---|
| **June 4** | **Father's Day Gift Guide** | **May 21** |
| (Issue 12) | • Ron Spomer: The six-pound rifle reality check<br>• 4 top after-market options for your hunting pickup | |
| **June 18** | **Great Summer Shooting** | **June 4** |
| (Issue 13) | • 6.5 Creedmore innovations<br>• Lead-free hunting bullets: What changes at the range?<br>• Why your scope won't stay zeroed in | |

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## JULY

Issue Date — Ad Deadline

**July 2** — Fantastic Summer Fishing — June 18
(Issue 14)
- Bullish 'gills: New respect for big panfish
- Jig weight tips (hint, it matters more than color!)
- High grass, thick trout: Late summer terrestrial season

**July 16** — It's a Dog's World — July 2
(Issue 15)
- From screen door to gunfire: A better distraction ladder
- River walleye tactics as lake country heats up
- The latest and greatest in compounds for 2027

**July 30** — Gearing up for Fall — July 16
(Issue 16)
- Testing mobile whitetail systems: tree saddles and harnesses
- Ethically using a drone for photography and pre-season scouting
- Buying a rifle that actually fits
- Reports from ICAST 2027

## AUGUST

**Aug. 13** — Black Bear Bonanza — July 30
(Issue 17)
- Bait smarter, and carry less
- Modern bow tuning: How far should you go?
- Outdoor News Buyer's Guide: 2027 review of new crossbows

**Aug. 27** — Wonderful Waterfowling — Aug. 13
(Issue 18)
- Lightweight ducking: The walk-in marsh system
- Using navigation apps for finding waterfowl, grouse, turkeys
- Buyer's Guide: Profiling the latest in the faithful quad marketplace

## SEPTEMBER

**Sept. 10** — Whitetail Warmup — Aug. 27
(Issue 19)
- Hunt the doe shift, not just the rut calendar
- Your bird dog is lost or hurt... now what?
- Crafting a wind-based treestand rotation

**Sept. 24** — Fall Hunting Special — Sept. 10
(Issue 20)
- Where are the roosters? Regional fall pheasant forecast for 2027
- Decoying ducks: The small spread advantage
- Fruit tree options for autumn whitetails

## OCTOBER

Issue Date — Ad Deadline

**Oct. 8** — Fall Cooking Smorgasbord — Sept. 24
(Issue 21)
- Pitmaster's delight: three great wild game grill'n techniques
- Stop cooking every cut like a steak and... match the cut
- The sub-gauge upland question: 12s, 16s, 20s, or 28s?

**Oct. 22** — Firearms Deer Special — Oct. 8
(Issue 22)
- Scrapes as a travel network?
- A complete hardwater power plan: The lithium ice camp
- 5 bad shooting habits costing you birds

## NOVEMBER

**Nov. 5** — Winter Project — Oct. 22
(Issue 23)
- Gun opener: Is the first sit the best sit?

**Nov. 19** — Holiday Gift Guide — Nov. 5
(Issue 24)
- Buyer's Guide: New augers, heaters, shelters and sled
- Great holiday gift ideas, plus the annual book reviews

## DECEMBER

**Dec. 3** — Ice Fishing Special — Nov. 19
(Issue 25)
- Buyer's Guide: New ice tackle, rods, reels, tip-ups, and lures
- Fish the weeds you can't see... or can you?

**Dec. 17** — Happy Holidays — Dec. 3
(Issue 26)
- Redfish by paddle: Gulf Coast inshore fishing options
- Planning a 2028 cutthroat trout fishing trip out West
- The Outdoor Steward: Is your habitat work actually working?
- When winter forgets to freeze: An inconsistent ice plan


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