Wisconsin 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 (Issue 1)	**Launching New Year and When Hard Water is King . . .** • Outdoor Lifestyle: Powered clothing – heated without the hype • $30,000 or hard work? Moose hunt Alaska on your own • A suppressor-ready hunting rifle: build the system	Dec. 23
Jan. 22 (Issue 2)	**Cylinder Index Issue and Traveling Hunter Special. . . . . .** • Buyer's Guide: Roundup of new boat motors and trolling motors • The Outdoor Steward: Build a drought-ready wildlife property • Deep-freeze tactics: Looking ahead to late-ice perch-searchin'? • Are traditional hunting cartridges obsolete – or better than ever?	Jan. 8

FEBRUARY

Feb. 5 (Issue 3)	**Technology Special and Great New Boats for 2027 . . . .** • Buyer's Guide: A look at new fishing watercraft for 2027 • Bass'n plan: Kayak bass fishing grows up • Deciphering fish species on FFS (bass vs. walleye vs. panfish) • Artificial intelligence in mapping, fish finding, and game ID	Jan. 22
Feb. 19 (Issue 4)	**Big Fish Special and Land Stewardship 2027 . . . . . .** • The Outdoor News Buyer's Guide: Minimalist backpacks • Bass'n Plan: 2027 national bass fishing tournament preview • Outdoor Steward: Manage sunlight, not just seed	Feb. 5

✣ *Wisconsin State Hunting & Fishing Expo - Green Bay, WI (2/26 - 2/28)*

✣ *Wisconsin Fishing Expo - Madison, WI (2/26 - 2/28)*

✣ *Milwaukee Journal Sentinel Sport Show - Milwaukee, WI (3/5-3/7)*

MARCH

March 5 (Issue 5)	**The Shooting Sportsman and Cabin Fever Break . .** • New hunting products from 2027 SHOT and ATA shows • TSS turkey options and alternatives without the sticker shock • Five spots to catch trophy stream browns this spring	Feb. 19

✣ *Open Season Sportsman's Expo - Wisconsin Dells, WI (3/19-3/21)*

March 19 (Issue 6)	**Soft Water Previe/Turkey Hunting Special Edition . . . .** • The post-spawn exit route: A walleye spring location sequence • Buyer's Guide: Sorting out the latest and greatest rods and reels • Digital scouting for old-fashioned gobblers	March 5

APRIL

Issue Date		Ad Deadline
April 2 (Issue 7)	**Trout in a Changing World, Spring into Open Water. . .** • Prime temps, prime hatches: the daily two-hour trout window • Buyer's Guide: What's new in lures for 2027 • Bass'n Plan: Results from 2027 Bassmaster Classics • Bass'n Plan: Finesse tactics – hover-strolling, mid-strolling, jig-minnow fishing, drop-shotting, Ned rigs and micro-swimbaits	March 19
April 16 (Issue 8)	**Gunning for Gobblers & Open Water Bass Agenda . . .** • Intercept, don't interrogate: Finding gobbler travel corridors • Bass'n Plan: All the rage... your urchin arsenal for 2027!	April 2
April 30 (Issue 9)	**Wisconsin Fishing Opener Special Edition . . . . . .** • Buyer's Guide: Making the case for new low-stretch monofiliment lines • After dark... don't forget the shallow-water night bite	April 16

MAY

May 14 (Issue 10)	**Gotta Love Them Great Lakes! Pike and Walleye Tips . . . .** • The five-species trolling spread: "Let's catch 'em all." • Bass'n Plan: Life after FFS... finding bass old school	April 30
May 28 (Issue 11)	**Father's Day Gift Guide and Muskie Magic . . . . . .** • Muskie lures: Downsize your hardware... or buck the trend? • Bass'n Plan: 5 reasons you're not catching big bass • Ron Spomer: The six-pound rifle reality check • 4 top after-market options for your hunting pickup	May 14

JUNE

June 11 (Issue 12)	**Summer Shooter's Clinic and Fall Success Afield!. . .** • 6.5 Creedmore innovations • Lead-free hunting bullets: What changes at the range? • Why your scope won't stay zeroed • Testing mobile whitetail systems: tree saddles and harnesses	May 28
June 25 (Issue 13)	**Summer Fishing/Dog Training Special Edition. . . . .** • Bullish 'gills: New respect for big panfish • Jig weight tips (hint, it matters more than color!) • From screen door to gunfire: A better distraction ladder • River walleye tactics as lake country heats up	June 11

JULY

Issue Date — Ad Deadline

July 9 (Issue 14) — **Better Fall Hunting Special and Transition Seasons. . . . .June 25**
- Ethically using a drone for photography and pre-season scouting
- Buying a rifle that actually fits
- How much scope does a Midwest deer hunter really need?
- High grass, thick trout: Late summer terrestrial season

July 23 (Issue 15) — **The Archer – Bowhunting 2027 & Canine Conundrum . . . .July 9**
- The latest and greatest in compounds for 2027
- One arrow, one chance: Traditional practice that transfers afield
- Short drills: The 20-minute weeknight gundog
- Reports from ICAST 2027

AUGUST

Aug. 6 (Issue 16) — **Bear, Small Game, and Archery Preview. . . . . July 23**
- Regional ruffed grouse forecast
- Bait smarter, and carry less
- Using navigation apps for finding waterfowl, grouse, turkeys
- Modern bow tuning: How far should you go?
- Outdoor News Buyer's Guide: 2027 review of new crossbows

Aug. 20 (Issue 17) — **ATV/UTVs 2026 and Waterfowl Outlook 2026 . . . . . Aug 6**
- Buyer's Guide: Profiling the latest in the faithful quad marketplace
- Lightweight ducking: The walk-in marsh system
- When the biggest bear won't commit

SEPTEMBER

Sept. 3 (Issue 18) — **Prime Time Out-of-Doors and The Game's Afoot. . . .Aug. 20**
- 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

Sept. 17 (Issue 19) — **Fowl Times and Peak Colors, Peak Opportunities. . . Sept. 3**
- Where are the roosters? Regional fall pheasant forecast for 2027
- Decoying ducks: The small spread advantage
- Fruit tree options for autumn whitetails

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OCTOBER

Issue Date — Ad Deadline

Oct. 1 (Issue 20) — **Wild Game Cooking Special and Smart Shooting . . . . . Sept. 17**
- 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. 15 (Issue 21) — **Deer Hunting Special Edition/Winter Recreation . . . . Oct. 1**
- The Outdoor News Forecast: 2027 firearms hunt zone-by-zone
- A complete hardwater power plan: The lithium ice camp

Oct. 29 (Issue 22) — **Big Game Strategies . . . . . Oct. 15**
- Scrapes as a travel network?

NOVEMBER

Nov. 12 (Issue 23) — **Winter Project and Hard Water Preview . . . . . Oct. 29**
- Gun opener: Is the first sit the best sit?
- Buyer's Guide: New augers, heaters, shelters and sleds

Nov. 26 (Issue 24) — **Keep North Country Cold & Early Ice Special Ed.. . . . Nov. 12**
- Great holiday gift ideas, plus the annual book review
- 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

✤ *Wisconsin Ice Fishing Expo - Oshkosh, WI (12/10 to 12/12)*

DECEMBER

Dec. 10 (Issue 25) — **Off-Season Opportunities . . . . . Nov. 26**
- Redfish by paddle: Gulf Coast inshore fishing options
- Planning a 2028 cutthroat trout fishing trip out West
- Cold enough to kill: Great survival writing for winter reading

Dec. 24 (Issue 26) — **Happy Holidays and Trapper's Delight . . . . . Dec. 10**
- The Outdoor Steward: Is your habitat work actually working?
- When winter forgets to freeze: An inconsistent ice plan
- How short can a hunting barrel go?
- Selective trapping sets in an increasingly crowded landscape

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