

# 2012 Editorial Calendar

## January Bonus Distribution: Anaheim NAMM

### Winter NAMM Preview

Buyer's Guide  
PASIC Review

**Ad Res:** Nov. 25, 2011 **Copy Due:** Nov. 30, 2011

## February Bonus Distribution: Anaheim NAMM

### NAMM Show Issue

**Ad Res:** Dec. 16, 2011 **Copy Due:** Dec. 23, 2011

## March

### Show Report: Winter NAMM

Best & Worst of Show  
Prosound/Recording  
Piano & Keyboard Market Overview

**Ad Res:** Jan. 24, 2012 **Copy Due:** Jan. 30, 2012

## April Bonus Distribution: RPMDA, NASMD

### The Guitars & Bass Issue

Pedals

**Ad Res:** Feb. 24, 2012 **Copy Due:** Feb. 29, 2012

## May

### 48th Annual Supplier Directory

Top Music Store Chains  
Industry Milestone Issue  
Show Report: Frankfurt Music Fair/Pro Light + Sound  
NASMD Review

**Ad Res:** Mar. 26, 2012 **Copy Due:** Mar. 30, 2012

## June

### The Green Issue

Accessories  
Show Report: RPMDA  
Case & Bag Market  
Lighting Roundtable  
School Music Review

**Ad Res:** May 1, 2012 **Copy Due:** May 7, 2012

## July Bonus Distribution: Nashville NAMM

### 21st Annual Profile of the American Dealer

Pre-NAMM Show Issue  
Lesson Market  
DJ Market  
MIAC & PAL Review

**Ad Res:** June 1, 2012 **Copy Due:** June 8, 2012

## August Bonus Distribution: Nashville NAMM

### NAMM Show Issue

20th Annual Wholesaler Guide

**Ad Res:** June 22, 2012 **Copy Due:** June 29, 2012

## September

### The Piano & Keyboard Issue

Show Report: Summer NAMM  
Report: E-Commerce  
Report: Chinese Market

**Ad Res:** Aug. 2, 2012 **Copy Due:** Aug. 6, 2012

## October

### Fretted Instruments Market

Vintage Guitars

**Ad Res:** Sept. 3, 2012 **Copy Due:** Sept. 7, 2012

## November

### The Drum & Percussion Issue

PASIC Preview  
B&O Market

**Ad Res:** Oct. 1, 2012 **Copy Due:** Oct. 5, 2012

## December

### 50-State/50-Dealer Review & Forecast

State of the Industry Report  
Dealer's Choice Awards  
Import/Export Figures for 2012  
Show Report: Music China  
Print: Market 2012

**Ad Res:** Nov. 2, 2012 **Copy Due:** Nov. 7, 2012