

PLANNING CALENDAR 2021



2020 COVERS SHOWN

	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
COVER STORY/ THEMED ISSUE	<ul style="list-style-type: none"> Annual Almanac Science in the Mountains: Flora & Fauna, Geology, Museums in 7 States. Top 20 Can't-Miss Spots in 7 States 	<ul style="list-style-type: none"> Mountain Food, Then & Now Recipes, fads, restaurants, cookbooks and more. 	<ul style="list-style-type: none"> 6th Annual Festivals & Events Guide Time to consider an RV? Rediscovering Booker T. Washington 	<ul style="list-style-type: none"> Animal, Vegetable, Mineral: Great Outdoor Experiences Issue 2021 Reader Poll Results 	<ul style="list-style-type: none"> Fall Wonders and the People who love and understand them 	<ul style="list-style-type: none"> Head Indoors! From museums and halls of fame to casinos and great lodging, it's time to find some warm fun
SPECIAL SECTION/ ADVERTISING OPPORTUNITIES	Special rates to kick off your 2021	Special foodie advertorial opportunities	Festival co-op opportunities	Reader poll winner discounts	Fall Festival co-op opportunities	Holiday shopping section
QUICK GUIDE	Southern West Virginia	Middle East Tennessee	2021 Annual Blue Ridge Parkway Guide	North Central Georgia	Heart of Appalachia, Virginia	UpCountry South Carolina
BONUS DISTRIBUTION				Atlanta Homes Show	Jacksonville Homes Show	
Editorial Features						
Our Blue Ridge Towns	Tennessee	South Carolina	Georgia	Virginia	Kentucky	West Virginia
Flavors	Georgia	Kentucky	West Virginia	North Carolina	South Carolina	Virginia
The Good Walk	Kentucky	Tennessee	North Carolina	West Virginia	Virginia	Georgia
Photoessay	Winter in the Mountains	Spring Awakens	Up-Close with Creatures	Alluring Lakes of the Mountains	Fabulous Fall	To be determined
Deadlines						
Sales close	November 12	January 6	March 10	May 7	July 8	September 2
Materials due	November 17	January 13	March 17	May 10	July 10	September 10
Off press	December 17	February 10	April 14	June 9	August 12	October 7