



# Inside Tennis

## 2010 EDITORIAL CALENDAR

### **ANNUAL GLOSSY YEARBOOK**

Annual Collector's Edition • Year-in-Review

Space & Ad Deadline: **December 11**

Distribution: January 15

### **MARCH**

BNP Paribas Open Bonus Circulation • Camps and Clinics

Space & Ad Deadline: **February 11**

Distribution: February 23

### **APRIL**

Spring Special • State of the Game Update • Camps and Clinics II

Space & Ad Deadline: **March 11**

Distribution: March 23

### **MAY**

Racquet Review

Space & Ad Deadline: **April 8**

Distribution: April 20

### **JUNE**

French Open Preview • Junior Special

Space & Ad Deadline: **May 6**

Distribution: May 18

### **JULY**

Wimbledon Preview • French Open Coverage

Space & Ad Deadline: **June 3**

Distribution: June 15

### **AUGUST**

Wimbledon Coverage • Bonus Circulation • Shoe Review

Space & Ad Deadline: **July 1**

Distribution: July 13

### **SEPTEMBER**

U.S. Open Preview • Bonus Circulation

Space & Ad Deadline: **August 5**

Distribution: August 17

### **OCTOBER**

U.S. Open Coverage

Space & Ad Deadline: **September 9**

Distribution: September 21

### **NOVEMBER/DECEMBER**

Holiday Gift Giving Double Issue

Space & Ad Deadline: **October 14**

Distribution: October 26

*dates and themes are subject to change  
Effective 9/15/09*