



2012 EDITORIAL CALENDAR

JANUARY

	RESERVATIONS	MATERIALS DUE
2 Outlook 2012 2012 Calendar of International and North American Trade Shows Audio Listen Up Awards	12/21/11	12/23/11
9 2011's Bestsellers Top 10 Stories of 2011 Check It Out with Nancy Pearl	12/28/11	01/02
16 The 2012 Election: Campaign Books New App Development	01/04	01/09
23 Spring Adult Announcements: Overview of the Season	01/09	01/11
30 Retailing/Winter Institute	01/18	01/23

FEBRUARY

	RESERVATIONS	MATERIALS DUE
6 Spring Audio Announcements PLA Preview Digital Solutions in Publishing (Distribution at TOC) Check It Out with Nancy Pearl	01/25	01/30
13 Cookbooks International *Religion Update I: Library Market	02/01 01/30	02/06 01/31
20 Children's Spring Announcements	02/06	02/08
27 Spring Travel The Buzz at Tools of Change	02/15	02/20

MARCH

	RESERVATIONS	MATERIALS DUE
5 Spring Religion Announcements Fastest-Growing Small Publishers Bologna Book Fair Preview *Children's Books in Asia	02/22 02/20	02/27 02/21
12 Parenting and Childcare London Book Fair Preview Check It Out with Nancy Pearl	02/29	03/05
19 Sports Books for Spring The Buzz at SXSW Conference	03/07	03/12
26 Art and Photography Poetry *PW Select Supplement	03/14 03/12	03/19 03/13

**Bold print denotes supplements and early deadlines for reservations and production materials.*

APRIL

	RESERVATIONS	MATERIALS DUE
2 Large Print Publishing *Publishing in Russia Supplement	03/21 03/19	03/26 03/20
9 Sci-fi, Fantasy Check It Out with Nancy Pearl	03/28	04/02
16 Gay & Lesbian Books Summer Movie and TV Book Tie-ins (May-August) *Content Services in India	04/04 04/02	04/09 04/03
16, 17, 18 London Book Fair Show Daily	04/02	04/06
23 Reference	04/11	04/16
30 Pre-BEA Issue	04/18	04/23

MAY

	RESERVATIONS	MATERIALS DUE
7 Mysteries & Thrillers *Religion Update II: Fiction	04/25 04/23	04/30 04/24
14 Digital Solutions in Publishing Audio Feature	05/02	05/07
21 Business Management & Leadership	05/09	05/14
28 ALA Preview Issue Summer Reading: Staff Picks Check It Out with Nancy Pearl	05/16	05/21

JUNE

	RESERVATIONS	MATERIALS DUE
4 Romance	05/23	05/28
5,6,7 BEA Show Daily	05/21	05/25
11 Fall Graphic Novel Listings Trends in Scholarly and Academic Publishing	05/30	06/04
18 The New Supply Chain Children's Flying Starts Check It Out with Nancy Pearl	06/06	06/11
25 Fall Adult Announcements: Overview of the Season New Voices in Fiction	06/11	06/13



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JULY

	RESERVATIONS	MATERIALS DUE
2 Fall Religion Announcements San Diego Comic-Con Preview *PW Select Supplement	06/20 06/18	06/25 06/19
9 Fall Audio Announcements Salary Survey Distribution in the Christian Market Check It Out with Nancy Pearl	06/27	07/02
16 Fall Children's Announcements	07/02	07/03
23 Hobbies & Crafts	07/11	07/16
30 Institutional Publishing & the Library Market Fall Movie & TV Tie-ins (Sept.-Dec.)	07/18	07/23

AUGUST

	RESERVATIONS	MATERIALS DUE
6 Cookbooks *Printing in Hong Kong Supplement	07/25 07/23	07/30 07/24
13 Health & Fitness Guide Guide to Regional Trade Shows Check It Out with Nancy Pearl	08/01	08/06
20 War and Military	08/08	08/13
27 Digital Solutions in Publishing Indie Sleepers Religion Update III: Children's	08/15 08/13	08/20 08/14

SEPTEMBER

	RESERVATIONS	MATERIALS DUE
3 Music Books	08/22	08/27
10 Horror Translation Special/International Issue Check It Out with Nancy Pearl	08/29	09/03
17 Pets and Animals Graphic Novels as Gifts *Canadian Supplement	09/05 09/03	09/10 09/04
24 Frankfurt Preview New Age *Publishing in China	09/12 09/10	09/17 09/11

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OCTOBER

	RESERVATIONS	MATERIALS DUE
1 Sports Books for the Holidays New York Comic-con Preview YA Feature *PW Select Supplement	09/19 09/24	09/24 09/25
8 Illustrated Gift Books Check It Out with Nancy Pearl *Religion Update IV: Academic Publishing	09/26 09/24	10/01 09/25
10, 11, 12 Frankfurt Book Fair Show Daily	09/24	09/28
15 Bibles and Sacred Texts	10/03	10/08
22 Self-Help	10/10	10/15
29 Printing & Paper Publishing Institutes	10/17	10/22

NOVEMBER

	RESERVATIONS	MATERIALS DUE
5 PW's Best Books of the Year Digital Solutions in Publishing	10/24	10/29
12 Romance Check It Out with Nancy Pearl	10/31	11/05
19 Mysteries	11/07	11/12
26 Diet and Fitness	11/14	11/19

DECEMBER

	RESERVATIONS	MATERIALS DUE
3 ALA Midwinter Preview PW Publishing Person of the Year Check It Out with Nancy Pearl	11/21	11/26
10 African-American Titles Movie and TV Tie-ins (January-April)	11/26	12/03
17 Personal Finance Reader's Poll—Book of the Year Chosen by Readers from our Top 10	12/05	12/10
24 Children's Flying Starts *PW Select Supplement	12/12 12/10	12/14 12/11