

Editorial Calendar

2012

2012 Issue	Special Focus Area	Themes	Bonus Distribution	Editorial Deadline	Advertising Deadline	Mailing Date
February	Ball-Jointed Dolls	Window on History	Crossroads, IDEX, Knight SE, Toy Fair	11/21/11	12/8/11	1/5/12
March/April	2012 New Releases	New Dolls		12/19/11	1/5/12	2/2/12
May	Play Dolls	The Reel Deal		1/23/12	2/2/12	3/1/12
June/July	Fashion	Red, White & Blue	Artist Doll Convention (Philadelphia), Tonner, Crossroads, Knight SE	2/27/12	3/8/12	4/5/12
August	Character Dolls/ Diamond Awards	Birthday Party	MADC, R John Wright, Crossroads, Knight SE, UFDC/ODACA, MDCC	4/30/12	5/10/12	6/7/12
DOLLS Presents: The Collector's Guide to Dolls & Doll Artists			Comic-Con	5/29/12	6/7/12	7/5/12
October	Doll Customization	Halloween		6/25/12	7/5/12	8/12/12
November	Fall Releases	Très Chic	Integrity, Tonner Halloween, Knight SE, Crossroads	7/30/12	8/9/12	9/6/12
December	Award Winners	Storybook Land		8/27/12	9/6/12	10/4/12
January '13	Holiday Gift Guide	Happy Holidays!		9/24/12	10/4/12	11/1/12
Winter Bonus Digital Edition				10/29/12	11/8/12	12/6/12

•Ad material is due one week after the ad space reservation deadline.

•Issues reach newsstand 3 to 4 weeks after the mail date.

*Themes and focus are subject to change.

And various other conventions and dolls shows around the US