

HOW

EDITORIAL CALENDAR

JANUARY/
FEBRUARY

SPECIAL SECTION
TYPOGRAPHY

IN-HOUSE DESIGN
AWARDS

HOW will publish the top winners in our growing In-HOWse Design Awards, a competition that draws submissions from America's leading corporations, organizations and associations—so it's sure to pique interest among this huge (and hard-to-reach) segment of the design audience. We'll also explore new dimensions in typography, from the historical to the super-current, and profile noteworthy designers who create and work with type.

AD CLOSE	MATERIALS DUE	INSERTS DUE	ON SALE
10/22/08	10/29/08	11/16/08	12/23/08

BONUS DISTRIBUTION
MacWorld San Francisco

MARCH/
APRIL

HOW DESIGN
ANNUAL

We'll feature the winners of HOW's 17th International Design Awards and 9th Interactive Design Awards—together in a single spectacular issue. **This is HOW's largest, most comprehensive Design Annual—a perennial best-seller on the newsstand.** An all-star lineup of judges—Stefan Bucher, Shannon Carter, Lisa Sanger, Lou Kinard, Maria Giudice and Brien Grant—will share their observations on the winning work. The issue will spotlight Best of Show winners from both competitions, as well as 300 other top design projects from around the globe.

AD CLOSE	MATERIALS DUE	INSERTS DUE	ON SALE
12/16/08	12/23/08	1/20/09	2/24/09

MAY/
JUNE

SPECIAL ISSUE
CREATIVITY

HOW takes readers deep into a subject that's near and dear to their hearts: creativity. Features will include inspirational profiles of designers and visual artists who are tapping their creativity in new ways. We'll also explore how designers are using paper and printing techniques to evoke a hand-crafted look in their work.

INDUSTRY REPORT: Paper (with Paper Mill Directory)

AD CLOSE	MATERIALS DUE	INSERTS DUE	ON SALE
2/27/09	3/6/09	3/24/09	4/28/09

BONUS DISTRIBUTION
HOW Design Conference

“Having a tough time every other day in the soulless, godless land that is Corporate America, I wandered into a Barnes & Noble; I just needed something — anything — to remind me that there’s meaning to life. In the corner of my eye, I saw your December issue cover. I stopped, read it there and then, and felt like a huge weight was lifted from my shoulders. Well worth the price, I bought it and took it home to read several times over. I felt like I’d gone for a one-hour back massage. I love your magazine. ...” — LIAM SCANLAN, BELLVUE, WA

<p>JULY/ AUGUST</p> <hr/> <p>ALL ABOUT: DESIGN'S UP & COMING STARS</p>	<p>An in-depth exploration of a topic the editors select each year as most current and most relevant to designers. In 2009, we'll profile young innovators in key segments of the profession, focusing on creatives who are poised to make a big impact. And we'll explore unexpected places where young designers are getting their education. Previous “All About” issues have covered color, illustration and photography, and top creative trends in the industry.</p> <p>SPECIAL ADVERTISING SECTION: Stock Imagery, with Stock Agency Directory</p> <table border="0"> <thead> <tr> <th>AD CLOSE</th> <th>MATERIALS DUE</th> <th>INSERTS DUE</th> <th>ON SALE</th> </tr> </thead> <tbody> <tr> <td>4/22/09</td> <td>4/29/09</td> <td>5/18/09</td> <td>6/23/09</td> </tr> </tbody> </table> <p>BONUS DISTRIBUTION Creative Freelancer Conference</p>	AD CLOSE	MATERIALS DUE	INSERTS DUE	ON SALE	4/22/09	4/29/09	5/18/09	6/23/09	
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4/22/09	4/29/09	5/18/09	6/23/09							
<p>SEPTEMBER/ OCTOBER</p> <hr/> <p>EXCLUSIVE ANNUAL SELF-PROMOTION ISSUE</p>	<p>Another consistent best-seller and perhaps HOW's best-known issue, the Self-Promotion Annual is the designer's essential guide to marketing their work. Featuring the winners of HOW's Promotion Design Awards, the issue also serves up real-world marketing tips to help designers maximize success.</p> <table border="0"> <thead> <tr> <th>AD CLOSE</th> <th>MATERIALS DUE</th> <th>INSERTS DUE</th> <th>ON SALE</th> </tr> </thead> <tbody> <tr> <td>6/26/09</td> <td>7/2/09</td> <td>7/21/09</td> <td>8/25/09</td> </tr> </tbody> </table> <p>BONUS DISTRIBUTION In-HOWse Designer Conference, AIGA National Conference, HOW Mind Your Own Business Conference</p>	AD CLOSE	MATERIALS DUE	INSERTS DUE	ON SALE	6/26/09	7/2/09	7/21/09	8/25/09	
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<p>NOVEMBER/ DECEMBER</p> <hr/> <p>HOW'S BUSINESS ANNUAL</p>	<p>The HOW Business Annual is the designer's business bible. This year's edition will feature profiles of top design studios (always a reader favorite) and case studies from successful firms, paired with expert business advice. Designers tell us they keep HOW's Business Annual on their desks for years as a valuable reference.</p> <p>SPECIAL ADVERTISING SECTION: Paper</p> <table border="0"> <thead> <tr> <th>AD CLOSE</th> <th>MATERIALS DUE</th> <th>INSERTS DUE</th> <th>ON SALE</th> </tr> </thead> <tbody> <tr> <td>8/28/09</td> <td>9/4/09</td> <td>9/22/09</td> <td>10/27/09</td> </tr> </tbody> </table>	AD CLOSE	MATERIALS DUE	INSERTS DUE	ON SALE	8/28/09	9/4/09	9/22/09	10/27/09	
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