

# 2010 Editorial Calendar

## **JANUARY/FEBRUARY** DOUBLE ISSUE **IN-HOWSE DESIGN AWARDS AND TYPOGRAPHY**

In this 25th Anniversary Issue, HOW will publish the top winners in our 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 trends in typography, from the historical to the super-current, and profile noteworthy designers who create and work with type.

On Sale: **12/22/09**  
Issue Mails: **12/1/09**  
Ads Close: **10/21/09**  
Materials Due: **10/28/09**

## **MARCH/APRIL** HOW DESIGN ANNUAL

We'll feature the winners of HOW's 18th International Design Awards and 10th 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—Emily Chang, Liz Danzico, Sean Donohue, Pum Lefebvre, Tim Smith and Derek Sussner—will share their observations on the winning work. The issue will spotlight Best of Show winners from both competitions, as well as hundreds of other top design projects from around the globe.

On Sale: **2/23/10**  
Issue Mails: **2/9/10**  
Ads Close: **12/15/09**  
Materials Due: **12/22/09**

## **MAY/JUNE** SPECIAL FOCUS: 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. Plus, we'll deliver proven strategies to help designers develop their best ideas.

**SPECIAL ADVERTISING SECTION:** Paper, with Paper Mill Directory

**BONUS DISTRIBUTION:** HOW Design Conference and HOW's Creative Freelancer Conference

On Sale: **4/20/10**  
Issue Mails: **4/6/10**  
Ads Close: **2/19/10**  
Materials Due: **2/26/10**

## **JULY/AUGUST** THE "ALL ABOUT" ISSUE

This issue will feature an in-depth exploration of a topic the editors select as most current and most relevant to designers. Previous "All About" issues have covered color, illustration and photography, education and top creative trends in the industry.

**SPECIAL ADVERTISING SECTION:** Stock Imagery, with Stock Agency Directory

On Sale: **6/22/10**  
Issue Mails: **6/8/10**  
Ads Close: **4/21/10**  
Materials Due: **4/28/10**

## **SEPTEMBER/OCTOBER** PROMOTION DESIGN ANNUAL

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 find their ideal clients and maximize success.

**SPECIAL ADVERTISING SECTION:** Design Education, with Design Schools Directory

**BONUS DISTRIBUTION:** In-HOWse Designer Conference and HOW's MYOB Conference

On Sale: **8/24/10**  
Issue Mails: **8/10/10**  
Ads Close: **6/25/10**  
Materials Due: **7/1/10**

## **NOVEMBER/DECEMBER** SPECIAL FOCUS: BUSINESS

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.

**SPECIAL ADVERTISING SECTION:** Paper

On Sale: **10/19/10**  
Issue Mails: **10/5/10**  
Ads Close: **8/20/10**  
Materials Due: **8/24/10**

# Departments & Columns

## LOOK

HOW's front-of-the-book digest section, with unusual news items, new product information, updates on **paper** and **stock imagery**, profiles of **rising-star creatives** and other hard-to-categorize content. Our most popular column with readers.

## BUSINESS

Expert advice on **marketing**, **promotion**, **management** and legal issues of interest to **principals** and **design managers**.

## CAREER

Targeting **students** and **novice designers**, Career offers real-world guidance on breaking into and succeeding in the design profession.

## IN-HOUSE ISSUES

Tips for the unique challenges of designers working in **in-house creative departments** within **corporations**, **organizations** and **educational institutions**.

## FREELANCE

This new column offers business advice for creative solopreneurs from Ilise Benun, HOW's partner in the Creative Freelancer Conference.

## WORKSPACE

A very visual peek into the offices of **leading creative firms**.

## CREATIVITY

*Inspiration* and *information* to fuel designers' *creativity*.

## BEHIND THE DESIGN

A gallery of current, **noteworthy projects** from a **cross-section of creative disciplines**, with **behind-the-scenes** details on how those projects were created. This is another popular column with readers.

## DESIGNING CHANGE

A response to the interest in **sustainable practice** and **design for social causes**, this new one-page column will spotlight a notable project in this niche.

## SIDELINES

As design professionals increasingly **produce**, **manufacture** and **sell their own products** (stationery lines, posters, T-shirts, home décor), this new column will spotlight a designer who's doing that successfully, with links to resources that help readers make and sell their own well-designed goods.

## MY BEST WORK

A look at **design legends'** own all-time **favorite projects**.