



11 EDITORIAL CALENDAR

PROFESSIONAL artist

ISSUE DATE	BOOK	IMPORTANT DATES
MARCH	Debut of Professional Artist <i>Beyond Emerging</i> - Discover what makes certain emerging artists stand out from the pack, when to go full-time, how to brand your business, and how to think like an entrepreneur.	Ad close: 01.06.11 Materials due: 01.13.11 Books mail: 02.03.11
APRIL	Special Advertising Section - Studio Essentials "Surfaces" <i>Fellowships and Grants</i> - Discover what residencies can do for your career and creativity, where to find them and how to apply.	Ad close: 02.03.11 Materials due: 02.10.11 Books mail: 03.03.11
MAY	NAMTA Product Showcase - Extra Copies at Show <i>Alternative Exhibition Spaces and Shows</i> - Learn about alternative places to successfully exhibit your artwork and how to make the most of those opportunities.	Ad close: 03.03.11 Materials due: 03.10.11 Books mail: 03.31.11
JUNE	Special Advertising Section - Studio Essentials "Oils, Encaustics & Related Products" <i>Summer School</i> - Most of us have been out of school for some time, but that doesn't mean we don't need a refresher course. Learn about color theory, discover how Venetian egg tempera painting was resurrected and see how art educators make an impact outside of schools.	Ad close: 03.31.11 Materials due: 04.07.11 Books mail: 04.28.11
JULY/AUGUST	Web Issue - Promote Your Social Media Sites and Online Offerings <i>Engaging the Online Audience</i> - Online marketing is about more than information distribution; it's about creating an engaging experience for the audience. Learn about online video, networking, blogging and interactive applications.	Ad close: 04.28.11 Materials due: 05.05.11 Books mail: 05.26.11
SEPTEMBER	Special Advertising Section - Studio Essentials "Back-to-School Products" <i>Generating Steady Income</i> - Art sales go up and down. Learn how to create a strategy that will help you generate a steadier income year-round, through licensing, teaching workshops, selling reproductions and hosting events.	Ad close: 06.30.11 Materials due: 07.07.11 Books mail: 07.28.11
OCTOBER	Special Advertising Section - Studio Essentials "Acrylic Paints, Mediums & Related Products" <i>Getting into Galleries</i> - Learn how to put together a great portfolio and gallery marketing packet, and discover what gallery owners truly think about when considering a new artist.	Ad close: 08.04.11 Materials due: 08.11.11 Books mail: 09.01.11
NOVEMBER	Special Advertising Section - Studio Essentials "Paper and Related Products" <i>Adding value for collectors</i> - Learn how to enhance the value of your art through titles and presentation, charitable giving and value-ads with purchases.	Ad close: 09.01.11 Materials due: 09.08.11 Books mail: 09.29.11
DECEMBER/JANUARY	Special Advertising Section - 2012 Artist Must-Haves <i>Educating Others</i> - Meet artists who have written instructional books, taught workshops and helped their collectors learn how to appreciate art more. Also discover what qualities it takes to be a better workshop teacher.	Ad close: 10.13.11 Materials due: 10.20.11 Books mail: 11.10.11