

# 2008 Editorial/Advertising Planner

Issue Date	On Sale Date	Ad Close	Special Sections ( <i>italic</i> ) or Magazines ( <b>bold</b> )	Lifelines	Show Planner
1/7/08	12/31/07	12/21/07		Get Back In Shape (workout plans for every man)	
1/14	1/7	12/28	2008 Pay Book		Surface Navy
1/21	1/14	1/4			
1/28	1/21	1/11			
2/4	1/28	1/18		Best Gadgets '08 (CES '08 Coverage)	
2/11	2/4	1/25		2008 Military Tax Guide	
2/18	2/11	2/1		Guide to Military Weddings	
2/25	2/18	2/8	Armored Vehicles (AT/MCT)		
3/3	2/25	2/15			AUSA Winter
3/10	3/3	2/22		Best New Field Gear '08	
3/17	3/10	2/29			
3/24	3/17	3/7			Navy League
3/31	3/24	3/14		FIREARMS Buyer Guide	
4/7	3/31	3/21			FOSE
4/14	4/7	3/28	Handbook for Military Life (Close 2/22)		AAAA
4/21	4/14	4/4		Marathon Training Guide '08	
4/28	4/21	4/11		Motorcycles	
5/5	4/28	4/18			
5/12	5/5	4/25	Military Appreciation Month		Armor Conference
5/19	5/12	5/2			
5/26	5/19	5/9		Motorcycles	SOCOM
6/2	5/26	5/16		Best Off Base Adventures	
6/9	6/2	5/23	R&R Guide (Close 4/22)		
6/16	6/9	5/30			
6/23	6/16	6/6		Build A Home Gym (best home fitness equipment)	
6/30	6/23	6/13			ROA National
7/7	6/30	6/20			
7/14	7/7	6/27		Best Military & Tactical Watches	
7/21	7/14	7/3			Farnborough/RIAT
7/28	7/21	7/11		New Spouse Survival Guide	
8/4	7/28	7/18			
8/11	8/4	7/25			
8/18	8/11	8/1			
8/25	8/18	8/8			
9/1	8/25	8/15			AFITC
9/8	9/1	8/22		New Cars - '09 Preview	
9/15	9/8	8/29	Guard & Reserve Handbook (Close 8/1)		
9/22	9/15	9/5	CFC		Modern Day Marine
9/29	9/22	9/12			NGAUS
10/6	9/29	9/19	CFC		
10/13	10/6	9/26	State of the Army (Army Times only)		AUSA Annual/Defendory (10/6)
10/20	10/13	10/3	CFC	Wilderness Challenge '08	
10/27	10/20	10/10	CFC	Best Fall Gear '08 (AUSA Show Coverage)	
11/3	10/27	10/17			
11/10	11/3	10/24	Guide to Military Installations (Close 9/26)		
11/17	11/10	10/31	CFC		
11/24	11/17	11/7			
12/1	11/24	11/14		Army/Navy Football Preview '08	
12/8	12/1	11/21		Guide To Military Toys	
12/15	12/8	11/28			
12/22	12/15	12/5			
12/29	12/22	12/12			
1/5/09	12/29/08	12/19/08			

## Decision Times Monthly Topics

Issue date: 1/7/08 Ad Close Date: 12/14/07 Associate Degrees; Guard and Reserve; Careers; Franchise: Fitness
Issue Date: 2/4/08 Ad Close Date: 1/11/08 Overseas Security; Trade Unions; Applying to College; Franchise: Food Service
Issue Date: 3/3/08 Ad Close Date: 2/8/08 Teaching Careers; Health Care Degrees; Financial Careers; Franchise: Custodial
Issue Date: 4/7/08 Ad Close Date: 3/14/08 Federal Law Enforcement; Culinary School; Job-Search Strategies; Franchise: Automotive
Issue Date: 5/5/08 Ad Close Date: 4/11/08 Tech Support Jobs; Online College; Going Officer; Franchise: Computers, Electronics
Issue Date: 6/2/08 Ad Close Date: 5/9/08 Fire and Rescue; Military- Friendly Colleges; Construction Jobs; Franchise: Home, Lawn Maintenance
Issue Date: 7/7/08 Ad Close Date: 6/13/08 Engineering Careers; Teaching Degrees; Manufacturing Jobs; Franchise: Health Care
Issue Date: 8/4/08 Ad Close Date: 7/11/08 Vegas Jobs; I.T. Degrees; Resume Tips; Franchise: Recreation
Issue Date: 9/1/08 Ad Close Date: 8/8/08 Health Care Careers; Management Jobs; I.T. Certification; Franchise: Employment
Issue Date: 9/29/08 Ad Close Date: 9/5/08 Aerospace and Defense; Arts College; Interviewing Techniques; Franchise: Financial
Issue Date: 11/3/08 Ad Close Date: 10/10/08 Supply Chain Jobs; College Placement Tests; Transition Assistance; Franchise: Retail
Issue Date: 12/1/08 Ad Close Date: 11/7/08 Internet Jobs; Criminal Justice Degrees; Health Care Careers; Franchise: Pet Care

\* Note: "Personal Gear" column includes previews and reviews of self-purchased military gear, hunting/fishing gear and personal leisure technology.