

Country's Best cabins

2012 EDITORIAL & ADVERTISING CALENDAR



Country's Best Cabins continues to dominate newsstands with smart design and decor ideas, informative building tips and real-life stories to educate and inspire prospective cabin owners. Each issue is packed with examples of the myriad options available, both inside and out, to create one's dream cabin — from different furnishings and design elements to home projects and landscaping efforts.

Cabins are more than just a simple structure, however; they're a way of life. The special section, "Life at the Cabin," helps capture the essence of cabin living with fun activities, essential cabin gear and nostalgic tales to get readers into that "cabin frame of mind." "Life at the Cabin" is offered digitally as well to introduce more readers to the cabin lifestyle.

MARCH/APRIL

AFFORDABLE DREAM RETREATS

Often second homes, cabins are within reach for many — they just may not know it. We showcase great retreats as well as remote places for readers to consider building one of their own.

Ad Closing: November 11, 2011

Ad Materials Due: November 16, 2011

On Sale: January 24, 2012

COZY CABINS

We emphasize coziness, especially through small cabins. This newsstand-only special focuses on design trends, decor tips and styles for a thoroughly comfy cabin.

Ad Closing: December 30, 2011

Ad Materials Due: January 4, 2012

On Sale: February 28, 2012

MAY/JUNE

OUTDOOR LIVING

One of the best parts about owning a cabin is the ability to immediately commune with nature. We show readers how to create a cabin for ultimate outdoor enjoyment, including protective wood-care measures to ensure use year after year.

Ad Closing: January 27, 2012

Ad Materials Due: February 1, 2012

On Sale: April 3, 2012

JULY/AUGUST

ENERGY EFFICIENCY

Cabins are naturally efficient, with their small footprints and low-intensity use. Our annual energy-efficiency guide will focus on ways that readers can continue to maintain a sustainable lifestyle in- and outside their cabin.

Ad Closing: March 30, 2012

Ad Materials Due: April 4, 2012

On Sale: June 5, 2012

FLOOR PLANS & DESIGN GUIDE

We teach readers how to design the perfect cabin for them, from questions to ask themselves to determine the best interior layout to special exterior feature considerations, such as rooflines, color selection and trim. We will also present the results of our annual design contest.

Ad Closing: April 20, 2012

Ad Materials Due: April 25, 2012

On Sale: June 26, 2012

SEPTEMBER/OCTOBER

READERS' CHOICE

Cabins are places of interaction — with family, friends, nature, etc. So why not interact directly with our readers by letting them choose what they want to see? We'll let them select a few of their favorites — cabin feature, department feature, maybe even the cover.

Ad Closing: May 25, 2012

Ad Materials Due: May 30, 2012

On Sale: August 14, 2012

NOVEMBER/DECEMBER

GATHERINGS AND GUESTS

Because of all the guests that cabin owners are likely to entertain, especially during the holidays, they need places in which these groups can gather. We highlight the two main spaces — the kitchen and the great room — and how readers can best plan these spaces for maximum use as well as to show off their spectacular getaway.

Ad Closing: August 10, 2012

Ad Materials Due: August 15, 2012

On Sale: October 16, 2012

ANNUAL BUYERS' GUIDE 2013

We provide readers with all the tools they need to create their dream cabin.

Ad Closing: October 19, 2012

Ad Materials Due: October 24, 2012

On Sale: December 25, 2012

LOG & TIMBER HOME COURSE OUTLINE

The Log & Timber Home Course Outline is the official "textbook" of our Log & Timber Home University classes, and is provided to all University attendees. Covering such topics as choosing a log or timber home company, mortgage lender and builder and offering detailed construction steps and specifications, readers refer to this resource book again and again.

Ad Closing: July 13, 2012

Ad Materials Due: July 18, 2012

LOG & TIMBER HOME WORKBOOK

This planner-style edition, sold on newsstands throughout the country, is a must-have for those actively pursuing a custom-wood home. From the editors of **Log Home Living**, **Country's Best Cabins** and **Timber Home Living**, the Workbook highlights the points that potential log or timber homeowners need to consider as they start their project.

Ad Closing: October 12, 2012

Ad Materials Due: October 17, 2012

On Sale: December 25, 2012