AMERICAN
SNOWMOBILER
ADVERTISING CALENDAR

2016-2017 ADVERTISING CALENDAR

REMEMBER THESE IMPORTANT DEADLINES

OCTOBER 2016
Ad Space Reservations:
JULY 14
Ad Materials Due:
JULY 21
Subscriber Mail Date:
AUGUST 20
Newsstand Date:
AUGUST 30

ISSUE FEATURES:
- Annual Buyers Guide.
- Best of the Best Awards.
- Editors Reviews.
- Comparison Tests.

NOVEMBER 2016
Ad Space Reservations:
AUGUST 24
Ad Materials Due:
AUGUST 31
Subscriber Mail Date:
OCTOBER 1
Newsstand Date:
OCTOBER 11

ISSUE FEATURES:
- Performance Issue.
- North American Getaway Guide.
- Comparison Tests.

DECEMBER 2016
Ad Space Reservations:
SEPTEMBER 22
Ad Materials Due:
SEPTEMBER 29
Subscriber Mail Date:
OCTOBER 29
Newsstand Date:
NOVEMBER 8

ISSUE FEATURES:
- Gift Guide.
- Super Sled Shootout.
- Truck And Trailer Focus.
- Comparison Tests.

JANUARY 2017
Ad Space Reservations:
OCTOBER 25
Ad Materials Due:
NOVEMBER 1
Subscriber Mail Date:
DECEMBER 3
Newsstand Date:
DECEMBER 13

ISSUE FEATURES:
- Exclusive Racing Features.
- Tech and Horsepower.
- Comparison Tests.
- Editor's Product Pics.

FEBRUARY 2017
Ad Space Reservations:
DECEMBER 2
Ad Materials Due:
DECEMBER 9
Subscriber Mail Date:
JANUARY 14
Newsstand Date:
JANUARY 24

ISSUE FEATURES:
- New York Shootout.
- Vintage Throwback.
- 2017 Predictions.
- Comparison Tests.

SPRING 2017
Ad Space Reservations:
FEBRUARY 9
Ad Materials Due:
FEBRUARY 16
Subscriber Mail Date:
MARCH 18
Newsstand Date:
MARCH 28

ISSUE FEATURES:
- 2017 Sneak Peek.
- Real World Shootout.
- Powder Sled Eval.

CONTACT US TODAY! 888-558-1544 // Steve Meni, Ad Sales Manager, ext. 628 // Michael Wieloch, Advertising Sales Representative, ext. 630

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