



AMERICAN SNOWMOBILER

ADVERTISING CALENDAR

2017-2018 ADVERTISING CALENDAR



REMEMBER THESE IMPORTANT DEADLINES

OCTOBER 2017

Ad Space Reservations:

JULY 11

Ad Materials Due:

JULY 18

Subscriber Mail Date:

AUGUST 19

Newsstand Date:

AUGUST 29

ISSUE FEATURES:

- Annual Buyers Guide.
- Best of the Best Awards.
- Editors Reviews.
- Comparison Tests.
- Long Term Tests.

NOVEMBER 2017

Ad Space Reservations:

AUGUST 23

Ad Materials Due:

AUGUST 30

Subscriber Mail Date:

SEPTEMBER 30

Newsstand Date:

OCTOBER 10

ISSUE FEATURES:

- Aftermarket Issue.
- The Travel Guide.
- Tech & Tune Up.
- Comparison Tests.
- Long Term Tests.

DECEMBER 2017

Ad Space Reservations:

SEPTEMBER 28

Ad Materials Due:

OCTOBER 5

Subscriber Mail Date:

NOVEMBER 4

Newsstand Date:

NOVEMBER 14

ISSUE FEATURES:

- Gift Guide.
- Super Sled Shootout.
- Truck And Trailer Special.
- Comparison Tests.
- Long Term Tests.

JANUARY 2018

Ad Space Reservations:

OCTOBER 24

Ad Materials Due:

OCTOBER 31

Subscriber Mail Date:

DECEMBER 2

Newsstand Date:

DECEMBER 12

ISSUE FEATURES:

- Exclusive Racing & Western Features.
- Tech and Horsepower.
- Comparison Tests.
- Editors Product Picks.

FEBRUARY 2018

Ad Space Reservations:

DECEMBER 1

Ad Materials Due:

DECEMBER 8

Subscriber Mail Date:

JANUARY 13

Newsstand Date:

JANUARY 23

ISSUE FEATURES:

- New York Shootout.
- Vintage Throwback.
- 2019 Predictions.
- Comparison Tests.
- Editor Exclusives.

SPRING 2018

Ad Space Reservations:

FEBRUARY 9

Ad Materials Due:

FEBRUARY 16

Subscriber Mail Date:

MARCH 17

Newsstand Date:

MARCH 27

ISSUE FEATURES:

- 2019 Sneak Peek.
- Real World Shootout.
- Rocky Mountain Real World Tests.
- New Sled Tech.

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

American Snowmobiler magazine // 21027 Crossroads Circle // P.O. Box 1612 // Waukesha, WI 53187 // PH: 262-796-8776 // FAX: 262-796-0126