

Quill & Quire

2017 EDITORIAL CALENDAR

Issue	Ad Booking	Material due	On Sale
January/February Spring preview	Nov. 16	Nov. 29	Jan. 2
March Children's/YA Bonus: 1000 extra copies to schools	Jan. 2	Jan. 13	Feb. 6
April Focus on Quebec	Feb. 6	Feb. 17	Mar. 13
May	Mar. 13	Mar. 24	Apr. 17
June Children's Fall Preview	Apr. 17	Apr. 28	May 22
July/August Fall Preview	May 19	June 2	June 28
September	June 26	July 7	July 31
October Children's/YA Bonus: 1000 extra copies to schools	July 31	Aug. 11	Sept. 4
November	Sept. 5	Sept. 15	Oct. 9
December Books of the Year	Oct. 10	Oct. 20	Nov. 13