

2012 HOW Magazine Editorial Calendar

On Sale: 12/18/11
Issue Mails: 12/4/11
Ads Close: 10/17/11
Materials Due: 10/24/11

On Sale: 2/21/12
Issue Mails: 2/7/12
Ads Close: 12/13/11
Materials Due: 12/20/11

On Sale: 4/17/12
Issue Mails: 4/3/12
Ads Close: 2/17/11
Materials Due: 2/24/11

On Sale: 6/19/12
Issue Mails: 6/5/12
Ads Close: 4/20/12
Materials Due: 4/25/12

On Sale: 8/21/12
Issue Mails: 8/7/12
Ads Close: 6/28/12
Materials Due: 7/5/12

On Sale: 10/16/12
Issue Mails: 10/2/12
Ads Close: 8/17/12
Materials Due: 8/24/12

JANUARY/FEBRUARY

IN-HOWSE DESIGN AWARDS AND TOP YOUNG CREATIVES

HOW will publish the top 89 winners in our In-HOWse Design Awards, a competition that draws submissions from America's leading corporations, organizations and associations—so it's sure to pique interest among this huge (and hard-to-reach) segment of the design audience. We'll also showcase the work of 16 young, talented designers, illustrators and photographers. Plus, we'll offer a month-by-month career guide for in-house designers. Bonus: Stock Agency Directory

SPECIAL ADVERTISING SECTION: Typography

MARCH/APRIL DOUBLE ISSUE: HOW DESIGN ANNUAL

We'll feature the winners of HOW's 20th International Design Awards and 12th Interactive Design Awards—together in a single spectacular issue. This is HOW's largest, most comprehensive Design Annual—a perennial best-seller on the newsstand. An all-star lineup of judges—Tyson Damman, Jr., Patrick McNeil, Ann Willoughby and Mary Zalla—will share their observations on the winning work. The issue will spotlight Best of Show winners and in-depth Outstanding Achievement project profiles from both competitions, as well as hundreds of other top design projects from around the globe. Plus, we'll profile notable international designers and show their favorite projects.

SPECIAL ADVERTISING SECTION: Stock Photography with Stock Agency Directory

MAY/JUNE SPECIAL FOCUS: CREATIVITY + PAPER DIRECTORY

HOW takes readers deep into a subject that's near and dear to their hearts: creativity. Features will include inspirational profiles of designers and visual artists who are tapping into their creativity in new ways. Plus, we'll deliver proven strategies to help designers develop their best ideas.

SPECIAL ADVERTISING SECTION: Paper, with Paper Mill Directory

SPECIAL ADVERTISING SECTION: Print Vendor Directory

BONUS DISTRIBUTION: HOW Design Conference, HOW's Creative Freelancer Conference, the InHOWse Managers Conference and The Dieline Conference

JULY/AUGUST SPECIAL FOCUS: TYPOGRAPHY + INTERACTIVE DESIGN

This issue will explore new trends in typography, from the historical to the super-current, and profile noteworthy designers who create and work with type.

New this year: A bonus section on interactive design, spotlighting the top interactive creatives and trends.

SPECIAL ADVERTISING SECTION: Typography with Type Foundry Index

SEPTEMBER/OCTOBER SELF-PROMOTION DESIGN ANNUAL

Another consistent best-seller and perhaps HOW's best-known issue, the Self-Promotion Annual is the designer's essential guide to marketing their work. Featuring the winners of HOW's Promotion Design Awards, the issue also serves up real-world marketing tips to help designers find their ideal clients and maximize success.

SPECIAL ADVERTISING SECTION: Design Schools and Design Schools Directory

BONUS DISTRIBUTION: HOW Interactive Design Conference and MYOB

NOVEMBER/DECEMBER BUSINESS ANNUAL + DESIGNING CHANGE

The HOW Business Annual is the designer's business bible. This year's edition will feature profiles of top design studios (always a reader favorite) and case studies from successful firms, paired with expert business advice. Plus, we'll identify industry salary figures and trends for 2013 in our must-see salary survey. Designers tell us they keep this issue on their desks for years as a valuable reference.

New this year: A special Designing Change package highlighting designers and projects that are making a difference, plus tips for working with nonprofits.