

# 2010 Editorial Calendar

## JANUARY/FEBRUARY

### **Gardener's Year-Long Planning Guide**

**Plus:** Best New Plants, Eco-Friendly Devices and more!

**Scheduled to mail:** 12/11

**Bonus Distribution:** Home & Garden shows during the entire growing season

### **DEADLINES**

**Calendar items:** 11/9

**Space closing:** 11/13

**Materials due:** 11/20

## MARCH/APRIL

### **Tulips:** The types, styles and colors of Spring's most spectacular flower

**Plus:** 5 Common Pests and What to do & Cool Containers for your plants

**Bonus Supplement:** Annual Resource Guide!

**Scheduled to mail:** 2/12

**Bonus Distribution:** Chicago Flower & Garden Show + Spring garden shows

### **DEADLINES**

**Calendar items:** 1/8

**Space closing:** 1/15

**Materials due:** 1/20

## MAY/JUNE

### **Coneflowers Gone Wild:** The new wave of *Echinaceas*

**Plus:** Fabulous Patio Containers & Pond Accessories

**Scheduled to mail:** 4/12

**Bonus Distribution:** Spring/Summer home & garden shows

### **DEADLINES**

**Calendar items:** 3/5

**Space closing:** 3/12

**Materials due:** 3/19

## JULY/AUGUST

### **Foliage or Flower:** New *Heucheras* have color to burn

**Plus:** Summer Harvest: From Garden to Grill & 5 Kinds of Weeders

**Scheduled to mail:** 6/11

**Bonus Distribution:** Summer/Fall home & garden shows

### **DEADLINES**

**Calendar items:** 5/7

**Space closing:** 5/14

**Materials due:** 5/21

## SEPTEMBER/OCTOBER

### **Prairie in Autumn**

**Plus:** Gardening for the Middle View & 5 Devices for Fall Clean-up

**Scheduled to mail:** 8/11

**Bonus Distribution:** Fall home & garden shows

### **DEADLINES**

**Calendar items:** 7/9

**Space closing:** 7/16

**Materials due:** 7/23

## NOVEMBER/DECEMBER

### **For the Birds**

**Plus:** Decorating with Natives, The Spa Treatment for Indoor Plants & 5 Holiday Lighting ideas

**Scheduled to mail:** 10/8

**Bonus Distribution:** Chicago Flower & Garden show

### **DEADLINES**

**Calendar items:** 9/10

**Space closing:** 9/17

**Materials due:** 9/24

## Features

Feature articles throughout the year discuss...

- Plants: What Grows in Our Zone and Where to Find Them
- Home Gardens and Gardeners in Our Region
- Professionally Designed Gardens
- Community Supported Agriculture Programs
- Small and Large Space Gardening from Basic to Elaborate
- Private and Public Display Gardens
- Associations and Niche Plant Societies



## Departments

### Q & A—Ask Our Experts

We answer readers' questions using our own expertise and information provided by a wide range of local professionals.

### What To Do in the Garden

This department lists timely tasks and helpful hints for ornamental, edible, and indoor garden maintenance.

### Savvy Shopper

Interesting and innovative products that are on the market now.

### Regional Reports

News and views reaching into Rockford, Kankakee, southern Wisconsin, northern Indiana and southwestern Michigan

### Calendar of Gardening Events

What's happening in the greater Chicagoland area? We provide the region's most comprehensive calendar of gardening classes and special events listed chronologically by region. Listings are free.

### Potpourri

Current gardening news and views. Awards to local worthies, letters from readers, garden club profiles...you name it.

### Sources

A shopper's guide for the issue...readers can begin their search for plants and products they've just read about in the pages of the magazine. Contact Ann Sanders for more information about how to be included.



*I enjoy receiving the magazine because I find it very informative in all areas.*  
—Mt. Prospect



## Columns

### Gardening 101

The novice gardener is hungry for basic information. Award-winning columnist Nina Koziol takes out the fear factor and teaches newbies how to succeed in the garden.

### The Indoor Garden

Extending the garden indoors...focusing on the plants we can grow indoors and the people who do it well.

### Know-Maintenance

Gardeners are quick to whine that they want to work less in the garden. Renowned garden designer Roy Diblik (Millennium Park) shows ways of interplanting perennials to have color through the year with little maintenance.

### The Hands-On Gardener

How can gardeners save around the yard? By doing it themselves. This column takes a step-by-step approach to succeeding in garden projects.

### The Edible Garden

The wave of new gardeners is finding growing their own food a rewarding way to learn about gardening. This column provides how-to along with a look at a wide variety of food plants homeowners can grow.

### Chicagoland Natives

How can we use native plants in the garden? This topic and more will be addressed in this column, which examines a wide range of native plant issues.

### Neighborhoods

An exploration of Chicago's unique neighborhoods, suburban gardens and history.

### The Gardener

Meet noteworthy local men and women who have "dug" their own particular gardening niche.

### The Garden Classroom

The science behind the garden's pretty face is examined in articles ranging from environmental issues to sustainability to why the bees are disappearing.

### Mike Nowak

The inventive radio personality/actor enters his 8th season as the voice of horticultural incorrectness. His spoofing provides levity to our otherwise serious magazine.



All stories that address environmental and eco-friendly garden solutions are notated with this logo

# How to be considered for editorial

Ever wonder where we get our story ideas?

## What are editors looking for?

Current trends, fresh story ideas, interesting gardens (both professionally designed and homeowner created) and new and interesting products.

## What to do next?

Send your high resolution digital images (preferred), print photos or writing clips with your contact information. Please send a few samples of published writing. Print photographs will not be returned unless specifically noted in original request. Keep in mind that the editor or another designated staff person will need to see the project in person.

## For a Home or Chicago by Design feature

Homeowners should agree to be interviewed for the piece; they need not be quoted by name. Projects can be an entire landscape or individual outdoor spaces.

If the project has already been professionally photographed, we may be able to use that work or our art directors will arrange to have it photographed by our staff photographer.

If the project has been featured in any other local consumer gardening publications, we cannot publish it.

Editors review submissions on a monthly basis and plan features approximately 12-18 months in advance.

If a project has been professionally designed, a landscape design plan/drawing will be needed for the story.

## Things to keep in mind

Build a relationship with the editors and send submissions often. Make it as easy as possible for them to work with you.

Get to know the publication: how features, departments and columns are presented and written, as well as the publication's audience.

Advertising in a publication does not guarantee you will be featured editorially.

An editor cannot tell you exactly when a future piece will run since stories get moved, deleted and added at the last minute on a regular basis.

Seasonality is a consideration when scheduling a story; most features are planned a year or more in advance.

Please do not send your story idea to several publications at once. We would not want the story to be duplicated in other local publications.

**Thank you** for your interest. We look forward to seeing your ideas.

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