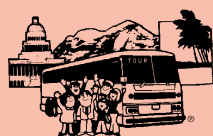


2017 Editorial Calendar



Bus Tours Magazine strives to provide individuals in the bus and group tour planner industry with information on locations that are suitable for inclusion in suc-

cessful, entertaining and marketable group tours.

Founded in 1979, *Bus Tours Magazine* is the oldest independent magazine in its field. Our management and editorial staff have decades of experience in bus tour planning as well as bus ownership and operation going back to the 1960s. As the saying goes, we have been there and done that.

Subject to Change

January/February 2017

Special: **Historic Attractions and Museums**
Special: **Seasonal Tours, Events and Special Dates**
Guide: **Dining / Lodging**
Guide: **Shopping and Outlet Malls**
Featured Sections: **West and Northeast**

Advertisers Note: Catalogs are complete and tour planners are now looking for new ideas. A great time to solicit for fall foliage, autumn and holiday tours.

Advertising Deadlines: Insertion: 11/30/16 - Material: 12/07/16

July/August 2017

Special: **Music, Entertainment and Shows**
Special: **Mountains & Plains**
Guide: **Gaming**
Guide: **Rail and Sail**
Featured Sections: **Northeast and Southeast. Historic Attractions, Museums and Veteran-Friendly Locations**

Advertisers Note: Bus tour planners start planning for next year. This is a great time for being the first to get exposure to tour planners.

Advertising Deadlines: Insertion: 05/31/17 - Material: 06/07/17

March/April 2017

Special: **Student Tours**
Special: **Theaters, Shows and Entertainment**
Guide: **Gaming**
Guide: **Railroads**
Featured Sections: **Southeast, Central, Canada**

Advertisers Note: Tour planners are now looking for new ideas. This is a good time to solicit for fall foliage, autumn, holiday and next year's spring tours.

Advertising Deadlines: Insertion: 01/31/17 - Material: 02/07/17

September/October 2017

Special: **Coastal Attractions**
Special: **Events and Special Dates**
Guide: **Shopping and Outlet Malls**
Guide: **Dining / Lodging**
Featured Sections: **Central, Canada, Midwest**

Advertisers Note: Tour planning is in high gear for next year. An excellent time to get your name in front of tour planners.

Advertising Deadlines: Insertion: 07/31/17 - Material: 08/07/17

May/June 2017

Special: **Cruises and Boats**
Special: **Route 66, Southwest**
Guide: **Dining / Lodging**
Guide: **Shopping and Outlet Malls**
Featured Sections: **Midwest and West**

Advertisers Note: Bus tour planners are finalizing autumn and holiday tours and are starting work on spring and summer tours for next year.

Advertising Deadlines: Insertion: 03/30/17 - Material: 04/07/17

November/December 2017

Special: **Student Tours**
Special: **Non-Profit/Faith Based Attractions**
Guide: **Gaming**
Guide: **Rail and Sail**
Featured Sections: **Editor's Pick**

Advertisers Note: Tour planners are looking for last-minute ideas to round out their tour programs for next year.

Advertising Deadlines: Insertion : 9/30/17 - Material: 10/07/17

Issues contain "New, Improved and Different" and articles on other topics
See your Account Executive for Editorial Deadlines