

# 2018 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

successful, 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 2018

*Special:* **Historical Attractions & Museums**

*Special:* **Veteran-Friendly Locations**

*Guide:* **Dining & Lodging**

*Guide:* **Shopping & Outlet Malls**

*Featured Sections:* **West, Northeast, Southwest**

*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.*

Deadlines: Insertion: 11/30/17 - Material: 12/07/17

## July/August 2018

*Special:* **Music, Entertainment & Shows**

*Special:* **Hands-On Experiences**

*Guide:* **Gaming**

*Guide:* **Rail & Sail**

*Featured Sections:* **Northeast, Southeast, Historic Attractions, Museums & 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.*

Deadlines: Insertion: 05/31/18 - Material: 06/07/18

## March/April 2018

*Special:* **Theaters, Shows & Entertainment**

*Special:* **Student & Senior Tours**

*Guide:* **Railroads**

*Guide:* **Gaming**

*Featured Sections:* **Southeast, Central, International**

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

Deadlines: Insertion: 01/31/18 - Material: 02/07/18

## September/October 2018

*Special:* **On The Waterfront**

*Special:* **Bus Tour Ideas for Next Summer**

*Guide:* **Shopping & 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.*

Deadlines: Insertion: 07/31/18 - Material: 08/07/18

## May/June 2018

*Special:* **Historic Routes**

*Special:* **Niche / Specialty Tours**

*Guide:* **Dining & Lodging**

*Guide:* **Shopping & Outlet Malls**

*Featured Sections:* **West, Midwest, Southwest**

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

Deadlines: Insertion : 03/30/18 - Material: 04/07/18

## November/December 2018

*Special:* **Student Tours**

*Special:* **Non-Profit & Faith-Based Attractions**

*Guide:* **Gaming**

*Guide:* **Rail & Sail**

*Featured Sections:* **Events & Special Dates**

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

Deadlines: Insertion : 09/30/18 - Material: 10/07/18

Issues contain "New, Improved and Different" and articles on other topics.

Contact your Account Executive for Editorial Deadlines.