

# 2003 EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS	DESCRIPTION	SPACE DEADLINE	MATERIAL DEADLINE	BONUS DISTRIBUTION
<b>JANUARY</b>	State of the Industry	What's in store for the billiard industry in 2003? Also, the results of the Third Billiard Industry Power Poll, ranking the industry's leaders.	Nov. 22 2002	Nov. 26 2002	Aqua Pool & Spa Show
<b>FEBRUARY</b>	Player of the Year Issue	A recap of 2002, with the announcement of annual Player of the Year honors and highlights of the professional tours. Also: annual BD Awards, and annual "Sparky Awards" for billiard websites.	Dec. 18 2002	Dec. 23 2002	Bonus Billiard Room Distribution
<b>MARCH</b>	Home Gameroom Issue	Accessorizing the home gameroom, from bars and bar stools to game tables, lights and music!  <b>SPECIAL BUSINESS FEATURE:</b> Billiards' impact on the Pool & Spa industry.	Jan. 17 2003	Jan. 24 2003	Pool & Spa Retailers
<b>APRIL</b>	Annual Cue Issue	What are the favorite designs of today's premier custom cuemakers? Also, top-selling designs of today's production cue manufacturers.	Feb. 17 2003	Feb. 21 2003	Super Billiard Expo Attendees
<b>MAY</b>	Special Instruction Issue	Learn to break like Francisco Bustamante, play safeties like Efen Reyes, and run out like Buddy Hall. Also, an overview of instructional and practice aids.	Mar. 17 2003	Mar. 21 2003	Bonus Billiard Room Distribution
<b>JUNE</b>	Accessories Issue	A buyer's guide to all of the gizmos and gadgets available to pool enthusiasts and fans. Also, a look at some of the wackiest and most innovative inventions from pool's past.	Apr. 17 2002	Apr. 23 2003	Bonus Billiard Room Distribution
<b>JULY</b>	BCA Trade Expo Preview Issue	Preview of the BCA Trade Expo, with show forecasts and a preliminary schedule of events.  <b>SPECIAL BUSINESS FEATURE:</b> Getting the most out of the trade show.	May 15 2003	May 20 2003	Pre-show Mailing to Retail Attendees
<b>AUGUST</b>	BCA Trade Expo Program Issue	Complete trade show guide, with detailed exhibitor listings, exhibit hall floor-plan, and a schedule of events and seminars. Plus, a multipage New Products section offering exhibitor product placement.	June 13 2003	June 18 2003	On-site Distribution to All Show Attendees.
<b>SEPTEMBER</b>	Annual Table Issue	A shopper's guide to the wide range of woods, finishes, styles and prices in today's table market.  <b>SPECIAL BUSINESS FEATURE:</b> The impact of offshore table manufacturing.	July 21 2003	July 25 2003	Bonus Retail Distribution
<b>OCTOBER</b>	25th Anniversary Collector's Issue	Celebrating 25 years of Billiards Digest, featuring special sections of memorable stories, covers, photos and industry highlights.	Aug. 18 2003	Aug. 22 2003	Bonus Distribution to Newsstands, Poolrooms and Retail Stores
<b>NOVEMBER</b>	New Billiard Room Issue	Special Section featuring the Top 10 New Billiard Clubs in America and Annual Architecture & Design Awards. Coverage of the U.S. Open 9-Ball Championship.	Sept. 18 2003	Sept. 23 2003	Bonus Billiard Room Distribution
<b>DECEMBER</b>	Holiday Gift Guide	Special Holiday Gift Guide, with product placement for every gift idea, from pool tables and bars, to cues, cases, accessories and gameroom products.	Oct. 17 2003	Oct. 22 2003	Bonus Newsstand Distribution