

2004 EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS	DESCRIPTION	SPACE DEADLINE	MATERIAL DEADLINE	BONUS DISTRIBUTION
JANUARY	Expanding Product Lines	Spa dealers continue to play a role in billiards, as they expand their product offerings. What marketing savvy do these dealers bring to the table? And what can billiard retailers learn from them?	Nov. 17 2003	Nov. 21 2003	Aqua Pool & Spa Show
FEBRUARY	Player of the Year Issue	A recap of 2003, with the announcement of annual Player of the Year honors and highlights of the professional tours. Also: The annual BD Awards, recognizing the best and worst of billiards in 2003.	Dec. 15 2002	Dec. 19 2002	Bonus Billiard Room Distribution
MARCH	Annual Cue Issue	Custom cuemakers choose their own personal favorites. Plus, cuemakers enter the licensed products category. Has it been worth it? <i>SPECIAL BUSINESS FEATURE:</i> 2004 BCA Trade Expo preview	Jan. 16 2003	Jan. 21 2003	Super Billiard Expo Attendees
APRIL	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.	Feb. 23 2003	Feb. 27 2003	On-site Distribution to All Show Attendees.
MAY	Special Instruction Issue	Bankers' special! The top pros share their strategies and formulas for bank shots. Also, an overview of instructional and practice aids. <i>SPECIAL BUSINESS FEATURE:</i> Poolroom cures for the Summertime Blues	Mar. 16 2003	Mar. 20 2003	Bonus Billiard Room Distribution
JUNE	Accessories Issue	A buyer's guide to all of the gizmos and gadgets available to pool enthusiasts and fans.	Apr. 16 2002	Apr. 22 2003	Bonus Billiard Room Distribution
JULY	Annual BD Web Awards	What are the best business sites on the Web? What sites are easiest to navigate, and offer the most options? And what player sites shine?	May 17 2003	May 20 2003	Bonus Retail Distribution
AUGUST	Pool in America	A special photo essay depicting the face of pool in America. Plus, coverage of the Billiard Congress of America Open 9-Ball Championships and National 8-Ball Championships	June 16 2003	June 21 2003	Bonus Newsstand Distribution
SEPTEMBER	Annual Table Issue	A shopper's guide to the wide range of styles and prices in today's pool table market. Plus, coverage of the World Pool Championship. <i>SPECIAL BUSINESS FEATURE:</i> Updating color and finish trends for tables.	July 15 2003	July 20 2003	Bonus Retail Distribution
OCTOBER	Annual Home Gameroom Issue	A complete resource guide for outfitting the home gameroom, from pool tables and lighting fixtures, to game tables, bars, barstools and juke boxes.	Aug. 16 2003	Aug. 20 2003	Bonus Distribution to Newsstands, Poolrooms and Retail Stores
NOVEMBER	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. 17 2003	Sept. 23 2003	Bonus Billiard Room Distribution
DECEMBER	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. 18 2003	Oct. 22 2003	Bonus Newsstand Distribution