

2009

Editorial Calendar

ISSUE	FEATURES	AD CLOSE	MATERIALS CLOSE	IN HOMES
January/February	SI KIDS 20th Birthday	11/24/08	12/2/08	1/12/09
March	Kids "Take Over" SI KIDS	1/12/09	1/20/09	3/5/09
April	MLB Preview	2/17/09	2/25/09	4/7/09
May	20 Athletes Under 20 Years Old	3/16/09	3/24/09	5/7/09
June	The Movie Issue	4/13/09	4/21/09	6/4/09
July	Summer Fun	5/11/09	5/19/09	7/2/09
August	Back-to-School/X Games	6/8/09	6/16/09	7/30/09
September	NFL Preview	7/13/09	7/21/09	9/1/09
October	The Video Game Issue	8/10/09	8/18/09	10/1/09
November <i>Double Issue</i>	NBA Preview Gotta Get It Guide	9/14/09	9/22/09	11/3/09
December	SportsKid of the Year NFL	10/12/09	10/20/09	12/1/09



For more information, please contact your Sports Illustrated KIDS representative or Scott Hendrickson, VP Ad Sales & Marketing, at 212.522.2084 or Scott_Hendrickson@timeinc.com

**Sports
Illustrated
KIDS**