

2005 Calendar

Issue Date	On Sale	Ad Close	Ad Edition	Special National Edition	Selective Edit	Special Ad Opportunities
Jan 10	Jan 3	Dec 13	B and W and S+			
Jan 17	Jan 10	Dec 13	T	Mind & Body	Gold (50+)	Starch
Jan 24	Jan 17	Dec 27	B			
		Dec 20			Inside Business	
Jan 31	Jan 24	Jan 3	B and T			
		Dec 27			Global Business	
Feb 7	Jan 31	Jan 10	W and S+			
Feb 14	Feb 7	Jan 14	B			
		Jan 10			Inside Business	
		Dec 20				Heart Health
Feb 21	Feb 14	Jan 24	S10			
		Jan 14			Gold (50+)	
Feb 28	Feb 21	Jan 31	B and T			
		Jan 24			Global Business	
Mar 7	Feb 28	Feb 7				
		Jan 31	W		Connections	
		Jan 21	S & D		S & D Outsert	
Mar 14	Mar 7	Feb 14	B and S+			
		Feb 7			Inside Business	
Mar 21	Mar 14	Feb 18	S10			
		Feb 14			Gold (50+)	
		Jan 31				TIP Page & Card
Mar 28	Mar 21	Feb 28	B and T			
		Feb 18			Global Business	
		Jan 31				Diabetes

Apr 4	Mar 28	Mar 7	S+			
		Feb 28	W			Connections
Apr 11	Apr 4	Mar 14	B			
		Mar 7				Inside Business
Apr 18	Apr 11	Mar 14	B and T and S+	TIME 100		Starch
Apr 25	Apr 18	Mar 28	B and T			
		May 21				Global Business Gold (50+)
		Mar 11	S & D			S & D Outset
May 2	Apr 25	Apr 4				
		Mar 28	W			Connections
		Mar 14				Spring Health Brief
May 9	May 2	Apr 11	B			
		Apr 4				Inside Business
May 16	May 9	Apr 18				
May 23	May 16	Apr 25				
		Apr 18				
May 30	May 23	May 2	B and T and S10			
		Apr 25				Global Business
June 6	May 30	May 2	W and S+	America the Fit		Connections
June 13	June 6	May 16	B and T			
		May 9				Inside Business Gold (50+)
		Apr 18				Men's Health
June 20	June 13	May 23				
June 27	June 20	May 27	B and S10 and T			
		May 23				Global Business

July 4	June 27	May 27	W and S+	Making of America		
July 11	July 4	June 13	B and T			
		June 6			Inside Business	
July 18	July 11	June 20				
July 25	July 18	June 27	B and T			
		June 20			Global Business	
Aug 1	July 25	July 1				
Aug 8	Aug 1	July 11	W			
Aug 15	Aug 8	July 18	B and S10			
		July 11			Inside Business Gold (50+)	
Aug 22	Aug 15	July 25				
		July 18				
Aug 29	Aug 22	Aug 1	B and T and S+			
		July 25			Global Business	
Sept 5	Aug 29	Aug 8	S+			
		Aug 1	W		Connections	
		July 11				Life
Sept 12	Sept 5	Aug 15	B and T			
		Aug 8			Inside Business Gold (50+)	
		July 29	S & D		S & D Outset	
		July 18				Women's Health
Sept 19	Sept 12	Aug 22				
Sept 26	Sept 19	Aug 29	B and S10 and T			
		Aug 22			Global Business	
Oct 3	Sept 26	Aug 29	W		Connections	
		Aug 15				Fall Health Brief

Oct 10	Oct 3	Sept 12	B			
		Sept 2			Inside Business Gold (50+)	
		Aug 22				TIP Page & Card
Oct 17	Oct 10	Sept 12	B and S+	What's Next		
Oct 24	Oct 17	Sept 26	B and T			
		Sept 19			Global Business	
Oct 31	Oct 24	Oct 3	T and S10			
		Sept 26	W		Connections	
Nov 7	Oct 31	Oct 3	S+	Global Health	Gold (50+)	
		Sept 12				NADA
Nov 14	Nov 7	Oct 17	B and T			
		Oct 7			Inside Business	
		Sept 19				Diabetes
Nov 21	Nov 14	Oct 17		Coolest Inventions		
Nov 28	Nov 21	Oct 31	B and T			
		Oct 24			Global Business	
		Oct 14	S & D		S & D Outset	
Dec 5	Nov 28	Oct 31	W and S+	A-Z Health Guide	Connections	
Dec 12	Dec 5	Nov 14	B and T			
		Nov 7	S & D		Inside Business	
Dec 19	Dec 12	Nov 14	B and T	Pictures of the Year	Global Business	
Dec 26*	Dec 19*	Nov 21	B	Person of the Year		

*On sale for 2 weeks

KEY

STANDARD GEO AND DEMO EDITIONS

- B [Business Edition](#)
- S 10 [Metros'](#) Boston, Minneapolis/St. Paul, Chicago, New York, Detroit, Philadelphia, Los Angeles, San Francisco, Miami and Washington, DC
- S+ [All Spot Market Editions](#)
- T [Top Management Edition](#)
- TIP [TIME Inquiry Program](#)
- W [Women's Edition](#)
- S&D [Style & Design](#)

CLOSING DATES

Ad materials due at close; closing dates subject to change; editorial dates subject to change.

4 week ad close (Standard close)

5 week ad close (Selective and Special National Edit)

6 week ad close (Style & Design)

7 week ad close (Health Brief Ad Sections)

8 week ad close (All Other National Ad Sections)

For more information please call your [TIME Sales Representative](#).