

People

2016 EDIT CALENDAR

ISSUE DATE	AD CLOSE	ON SALE
1/4	11/30/15	12/21/15
1/11	11/30/15	1/1/16
HALF THEIR SIZE Golden Globes Picks/STYLE TRACKS: Red Carpet		
1/18	12/14/15	1/8/16
STYLE TRACKS: Red Carpet Winter TV Preview		
1/25	12/21/15	1/15/16
Golden Globes Coverage/Pet of the Month STYLE TRACKS: Red Carpet Expanded Beauty Section: Red Carpet/Awards		
2/1	12/28/15	1/22/16
STYLE TRACKS: Red Carpet Great Ideas: Super Bowl		
2/8	1/4	1/29
GRAMMY Ballot GRAMMY Picks/GRAMMY Insider Style: Valentine's Day Gift Guide STYLE TRACKS: Red Carpet		
Red Carpet Subscriber Special 1/4 2/23-2/26		
2/15	1/11	2/5
SAG Coverage/STYLE TRACKS: Red Carpet Oscars Walkup/Great Ideas: Valentine's Day		
2/22	1/18	2/12
Oscars Walkup/Oscars Picks/Oscars Ballot Pet of the Month/STYLE TRACKS: Red Carpet		
2/29	1/25	2/19
GRAMMY Coverage/ Great Ideas: Red Carpet STYLE TRACKS: Red Carpet		
3/7	2/1	2/26
Celeb Chef Special #1		
3/14	2/1	3/4
OSCARS		
3/21	2/15	3/11
3/28	2/22	3/18
Style: Spring Fashion Guide/Great Ideas: Easter		
4/4	2/29	3/25
PEOPLE Country Pet Section		
4/11	3/7	4/1
4/18	3/14	4/8
Hollywood at Home #1		
4/25	3/21	4/15
Expanded Beauty Section		
5/2	3/21	4/22
WORLD'S MOST BEAUTIFUL		
5/9	4/4	4/29
Mother's Day Section/Mother's Day Gift Guide		
5/16	4/11	5/6
Summer Movie Preview		
5/23	4/18	5/13
Great Ideas: Memorial Day		
5/30	4/18	5/20
BODIES		
6/6	5/2	5/27
PEOPLE Country Summer Beauty Guide		
6/13	5/9	6/3
Father's Day Section/Father's Day Gift Guide		
6/20	5/16	6/10
Summer TV Preview		
6/27	5/23	6/17
Pet of the Month		
7/4	5/30	6/24
Great Ideas: July 4th Special Report: Companies That Care		
7/11	6/6	7/1
Expanded Beauty Section/Great Ideas: Wimbledon		

ISSUE DATE	AD CLOSE	ON SALE
7/18	6/13	7/8
Celeb Chef Special #2		
7/25	6/20	7/15
Hollywood at Home #2 Body: What I Eat in a Day (Olympian)		
8/1	6/27	7/22
Pet Section/Body: What I Eat in a Day (Olympian)		
8/8	7/4	7/29
Great Ideas: Back to School/Olympic Insider Body: What I Eat in a Day (Olympian)		
8/15	7/11	8/5
Body: What I Eat in a Day (Olympian) Moms Behind the Olympians/Expanded Beauty Section		
Wellness Subscriber Section		
8/22	7/18	8/12
Emmy Portfolio (Women in TV)		
8/29	7/18	8/19
KIDS & BABIES Great Ideas: Labor Day		
9/5	8/1	8/26
Fall TV Preview		
9/12	8/8	9/2
Fall Movie Preview		
9/19	8/8	9/9
THE STYLE ISSUE Emmy Insider/Emmy Ballot/Emmy Picks		
9/26	8/22	9/16
Pet of the Month/Ones to Watch		
10/3	8/29	9/23
Emmy Coverage/Toronto Film Festival		
10/10	9/5	9/30
Pet Section		
10/17	9/12	10/7
Hollywood at Home #3 Women Changing the World Walkup		
10/24	9/19	10/14
Fall Beauty Guide Women Changing the World Walkup		
10/31	9/26	10/21
PEOPLE Country Great Ideas: Halloween Women Changing the World Walkup		
11/7	10/3	10/28
SMA Walkup/American Dream Package Women Changing the World Walkup		
Holiday Subscriber Issue		
11/14	10/10	11/4
25 Women Changing the World/SMA Walkup Great Ideas: Thanksgiving/Expanded Beauty Section		
11/21	10/17	11/11
Holiday Movie Preview/SMA Walkup Breaking News: Presidential Election		
11/28	10/17	11/18
SEXIEST MAN ALIVE Presidential Coverage		
12/5	10/31	11/21
Holiday Gift Guide		
12/12	11/7	12/2
Style Gift Guide/Great Ideas: Holiday PEOPLE Beauty Awards		
12/19	11/7	12/9
BEST OF 2016		
12/26	11/21	12/16
Pet of the Month/Expanded Beauty Section		
1/2/17	11/28/16	12/23/16
1/9/17	11/28/16	12/30/16
HALF THEIR SIZE		

- **SPECIAL DOUBLE ISSUES** (on sale two weeks)
- Edit Features • Newsstand/Subscriber