

2010 Editorial Calendar



<p>January <i>Editorial Emphasis:</i> Accessories</p> <ul style="list-style-type: none"> ▪ 50 Impulse Items You Don't Sell – But Should ▪ 2010 marine and fishing accessories 	<p>February <i>Editorial Emphasis:</i> Bassmaster Classic</p> <p>Key Feature: The Secret To Selling More Line</p> <ul style="list-style-type: none"> ▪ Importance of pro-branded products: tackle-related interview with Skeet Reese & other Elite Series anglers. ▪ 10 ways local tournaments can help your bottom line ▪ Latest eyewear 	<p>March <i>Editorial Emphasis:</i> Bass Fishing</p> <p>Key Feature: What The Tournament Bass Angler Needs</p> <ul style="list-style-type: none"> ▪ Hottest bass lures for the upcoming season ▪ What you can learn from the big boxes about selling bass fishing tackle ▪ Latest apparel and footwear 	<p>April <i>Editorial Emphasis:</i> Soft Baits</p> <p>Key Feature: Tips For Selling More Soft Baits</p> <ul style="list-style-type: none"> ▪ 10 Ways to make your store more inviting ▪ Retailers Picks: top soft baits nationwide
<p>May/June <i>Editorial Emphasis:</i> Terminal Tackle</p> <p>Key Feature: How to Capitalize on Terminal Tackle Sales</p> <ul style="list-style-type: none"> ▪ 25 hottest Terminal Tackle items ▪ Learn how to stock your store for more sales ▪ Is it time to consider selling kayaks? 	<p>July <i>Editorial Emphasis:</i> ICAST/Innovation</p> <p>Key Feature: How Past Failures Can Breed Success</p> <ul style="list-style-type: none"> ▪ Most Innovative Products of 2010 ▪ The 5 biggest Innovators in sportfishing ▪ Consumer show calendar 	<p>August <i>Editorial Emphasis:</i> Ice Fishing</p> <p>Key Feature: Latest Trends in Ice Fishing</p> <ul style="list-style-type: none"> ▪ Ice Fishing Lures with Cross Over Appeal ▪ Buyer show calendar 	<p>September <i>Editorial Emphasis:</i> Lures, Terminal Tackle and Tackle Storage for 2011</p> <p>Key Feature: New Products</p> <ul style="list-style-type: none"> ▪ New Lures For 2011 ▪ New Terminal Tackle For 2011 ▪ New Tackle Storage For 2010
<p>October <i>Editorial Emphasis:</i> New Rods, Reels and Lines</p> <ul style="list-style-type: none"> ▪ Are store brands a good idea? ▪ New Rods, Reels and Lines for 2011 (Includes fly rods & reels.) 	<p>November <i>Editorial Emphasis:</i> Saltwater Market</p> <p>Key Feature: Catering To The Saltwater Angler</p> <ul style="list-style-type: none"> ▪ How to Boost Sales of Saltwater Tackle ▪ Saltwater Lures for 2011 	<p>December <i>Editorial Emphasis:</i> Buyer's Guide/ Electronics</p> <p>Key Feature: The Doctor Is In: Retail Guru Tells You How To Increase Sales During The Slow Season</p> <ul style="list-style-type: none"> ▪ Electronics for 2011 ▪ 10 Ways to Step Up Electronic Sales 	