

# Off Duty 2012 Editorial Lead Features

## OVERVIEW

As a magazine in newspaper's clothing, Off Duty is the Journal reader's indispensable guide to their not-at-work life, and the perfect environment for consumer messaging. Off Duty focuses on reader's passions, providing insight, service and advice on **Style & Fashion**, **Design & Decorating**, **Cooking & Eating**, **Adventure & Travel** and **Gear & Gadgets**.

## 2012 EDITORIAL LEADS

**January 7:** Gear & Gadgets  
**January 14:** Style & Fashion  
**January 21:** Cooking & Eating  
**January 28:** Style & Fashion

**February 4:** Adventure & Travel  
 Including Valentine's Day Gift Guide  
**February 11:** Style & Fashion  
**February 18:** Cooking & Eating  
**February 25:** Style & Fashion

**March 3:** Design & Decorating  
**March 10:** Style & Fashion  
**March 17:** Spring Off Duty 50\*  
**March 24:** Adventure & Travel  
**March 31:** Gear & Gadgets

**April 7:** Cooking & Eating  
**April 14:** Style & Fashion  
**April 21:** Design & Decorating  
**April 28:** Style & Fashion

**May 5:** Adventure & Travel  
**May 12:** Style & Fashion  
**May 19:** Cooking & Eating  
**May 26:** Adventure & Travel

**June 2:** Style & Fashion  
**June 9:** Summer Off Duty 50  
**June 16:** Cooking & Eating  
**June 23:** Design & Decorating  
**June 30:** Adventure & Travel

**July 7:** Gear & Gadgets  
**July 14:** Cooking & Eating  
**July 21:** Style & Fashion  
**July 28:** Design & Decorating

**August 4:** Cooking & Eating  
**August 11:** Style & Fashion  
**August 18:** Adventure & Travel  
**August 25:** Style & Fashion

**September 1:** Cooking & Eating  
**September 8:** Fall Off Duty 50  
**September 15:** Style & Fashion  
**September 22:** Cooking & Eating  
**September 29:** Gear & Gadgets

**October 6:** Style & Fashion – Men's  
**October 13:** Design & Decorating  
**October 20:** Adventure & Travel  
**October 27:** Style & Fashion\*

**November 3:** Cooking & Eating  
**November 10:** Style & Fashion  
**November 17:** Cooking & Eating  
**November 24:** Adventure & Travel

**December 1:** Off Duty 50  
 Holiday Gift Guide  
**December 8:** Style & Fashion  
**December 15:** Gear & Gadgets  
**December 22:** Cooking & Eating  
**December 29:** Adventure & Travel



\* Indicates Starch Date

Note: 2012 editorial calendar is subject to change

For more information please contact your Journal sales representative.