

WSJ. EDIT CALENDAR

2010

With its smart, stylish content, dazzling images and oversize format, the print edition of WSJ. offers an outstanding year-round showcase for premium brands looking for global reach.

SPRING ISSUE

A rich showcase of the season's top looks, exclusive insights from the key players behind today's most revered luxury brands, and behind-the-scenes looks at high-end cultural icons.

US MARCH 13
EUROPE/ASIA MARCH 12
COVERS DUE JANUARY 4
CLOSING DATE JANUARY 29
MATERIALS DUE FEBRUARY 5



SUMMER ISSUE

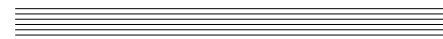
Celebrates the hottest season with a wide-ranging exploration of the most compelling lifestyle pursuits, including thrilling journeys, innovative design, vibrant art, and eclectic culture.

US MAY 8
EUROPE/ASIA MAY 7
COVERS DUE MARCH 5
CLOSING DATE MARCH 26
MATERIALS DUE APRIL 2

FALL ISSUE

A smart, engaging take on the season's best looks for men and women—with all the access of The Wall Street Journal and the stunning aesthetics of WSJ.—complemented by a full array of sophisticated lifestyle topics.

US SEPTEMBER 11
EUROPE/ASIA SEPTEMBER 10
COVERS DUE JUNE 30
CLOSING DATE JULY 30
MATERIALS DUE AUGUST 6



WINTER ISSUE

Get the most out of the holiday season, with fascinating cultural interests, spirited style and the art of giving—from ingenious gift ideas to philanthropic inspiration.

US DECEMBER 4
EUROPE/ASIA DECEMBER 3
COVERS DUE OCTOBER 1
CLOSING DATE OCTOBER 22
MATERIALS DUE OCTOBER 29

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