CAR AND DRIVER | Editorial Calendar 2017

January | 10BEST CARS

Ad Space Close: October 17 On Sale: December 6

Digital: Consumer Electronics Show (CES), North American International Auto Show

February

Ad Space Close: November 14 On Sale: January 3

Digital: Chicago Auto Show, Daytona 500

March

Ad Space Close: December 19 On Sale: February 7

Digital: Geneva Motor Show, New York International Auto Show, Easter Jeep Safari

April | 25 CARS WORTH WAITING FOR

Ad Space Close: January 16 On Sale: March 7

Digital: Beijing Motor Show, Toyota Grand Prix of Long Beach

May |

Ad Space Close: February 13 On Sale: April 4

June | THE CONVERTIBLE ISSUE

Ad Space Close: March 13 On Sale: May 2

Digital: Chevrolet Detroit Belle Isle Grand Prix, 24 Hours of Le Mans

July | THE FUTURE OF MOBILITY

Ad Space Close: April 17 On Sale: June 6

August

Ad Space Close: May 15 On Sale: July 4

Digital: Monterey Car Week, Pebble Beach Concours d'Elegance

September | NEW CARS

Ad Space Close: June 19 On Sale: August 8

Digital: Lightning Lap

October | LIGHTNING LAP

Ad Space Close: July 24 On Sale: September 12

Digital: Mondial DeL'Automobile Paris

November

Ad Space Close: August 21 On Sale: October 10

Digital: SEMA (Speciality Equipment Manufacter's Association), Editors' Choice Awards, Los Angeles Auto Show

December | 750TH ISSUE

Ad Space Close: September 18 On Sale: November 7

Digital: 10Best Cars

PLEASE NOTE: all editorial is in development and subject to change