



CAR AND DRIVER

Editorial Calendar 2018

January | 10BEST CARS

Ad Space Close: October 23 On Sale: December 12
Digital: North American International Auto Show

February

Ad Space Close: December 4 On Sale: January 23
Digital: Chicago Auto Show

March

Ad Space Close: January 2 On Sale: February 20
Digital: New York Auto Show

April

Ad Space Close: January 29 On Sale: March 20

May | 25 CARS WORTH WAITING FOR

Ad Space Close: February 26 On Sale: April 17

June

Ad Space Close: March 26 On Sale: May 15

July

Ad Space Close: April 30 On Sale: June 19

August

Ad Space Close: May 29 On Sale: July 17

September | NEW CARS

Ad Space Close: July 2 On Sale: August 21

October | LIGHTNING LAP

Ad Space Close: August 6 On Sale: September 25

November

Ad Space Close: September 4 On Sale: October 23
Digital: Los Angeles Auto Show

December

Ad Space Close: October 1 On Sale: November 20

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