

Southwinds Media, Inc.  
PO Box 1175  
Holmes Beach, Florida 34218-1175  
(941) 795-8704

www.southwindsmagazine.com  
Steve Morrell, Editor  
editor@southwindsmagazine.com  
Fax (941) 866-7597

## **2012 Ad Space Reservation and Art Deadline Dates**

Ads can possibly be taken later (and ad space reserved later), but contact the editor to confirm (Steve Morrell, [editor@southwindsmagazine.com](mailto:editor@southwindsmagazine.com), 941-795-8704). If we are building the ad or making changes, please give us as much time as possible before deadlines. Send all ads to the editor.

**\*\*\*If we are updating your ad, send us the information by the Space Reservation date, preferably sooner. For new ads we build, earlier is necessary, preferably by the Space Reservation date or immediately afterwards.**

\*The Art Ship deadline is also the classified ad deadline. This deadline is earlier if this is your first ad sent to us, so we have time to confirm it. Contact editor for information.

<b>Issue</b>	<b>Ad Space Reservation</b> (always a Friday)	<b>Art Ship*</b> (always a Friday)
January Issue	2-Dec <b><u>Miami Pre-Boat Show Issue</u></b>	9-Dec, 2011
February Issue	6-Jan <b><u>Miami Boat Show Issue*</u></b>	13-Jan
March Issue	3-Feb	10-Feb
April Issue	2-March	9-March
May Issue	30-March	6-Apr
June Issue	4-May	11-May
July Issue	1-June	8-June
August Issue	29-June	6-July
September Issue	3-Aug	10-Aug
October Issue	31-Aug	7-Sep
November Issue	28-Sept <b><u>St. Pete Pre-Boat Show Issue</u></b>	5-Oct
December Issue	2-Nov <b><u>St. Pete Boat Show Issue*</u></b>	9-Nov
January 2013 Issue	30-Nov <b><u>Miami Pre-Boat Show Issue</u></b>	7-Dec

**Show issues always have extra distribution (2000 copies) at the boat shows.**