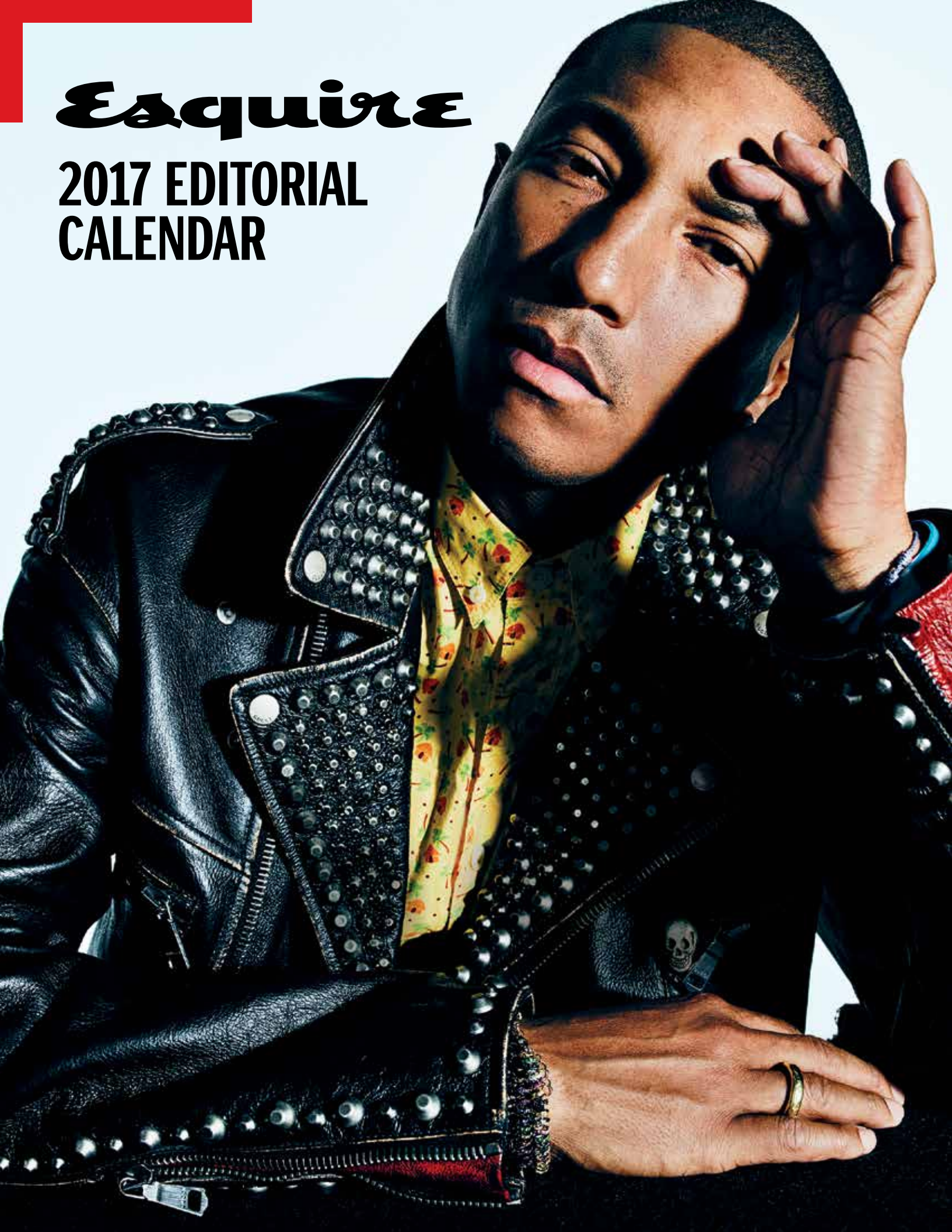


Esquire

**2017 EDITORIAL
CALENDAR**



Esquire

2017 EDITORIAL CALENDAR

DEC./JAN. 2017 | THE STYLE MAVERICKS OF THE YEAR

Ad Space Close: September 20 / **On-Sale:** November 22

Esquire identifies and honors 2016's most fashionable rule-breakers.

ALSO Special Section:

- Bad Santa, Good Gift: The Alternative Gift Guide

FEBRUARY | THE ART OF REINVENTION

Ad Space Close: November 1 / **On-Sale:** January 10

How to thrive in the Age of Disruption.

Special Sections:

- The Impossible List: most exclusive tables, hotels, beaches, etc. — how to achieve your highest aspirations

MARCH | SIZE MATTERS

Ad Space Close: December 13 / **On-Sale:** February 14

The importance of fit, proportion, and styles that suit all frames.

ALSO Special Section:

- Mavericks of Hollywood: The next-generation of creative renegades defining the new digital age of entertainment

APRIL | REWRITE THE RULES

Ad Space Close: January 17 / **On-Sale:** March 21

MAY | MAVERICKS OF BIG MONEY

Ad Space Close: February 21 / **On-Sale:** April 25

A penetrating look at the new power centers of wealth, from Wall Street to Silicon Valley

ALSO Special Sections:

- Sole Searching: A sure-footed guide to shoes

JUNE/JULY | MAVERICK IDEAS & INNOVATIONS

Ad Space Close: March 28 / **On-Sale:** May 30

A look at the most daring ideas, inventions, and designs upending the world around us.

ALSO Special Section:

- Best Bars

AUGUST | TBD

Ad Space Close: May 9 / **On-Sale:** July 4

SEPTEMBER | STATEMENT STYLE

Ad Space Close: June 13 / **On-Sale:** August 8

ALSO Special Section:

- Mavericks of Style: The men who look great, while breaking all the traditional rules

OCTOBER | ULTIMATE PERSONAL STYLE ISSUE

Ad Space Close: July 18 / **On-Sale:** September 12

ALSO Special Section:

- New Rules of Hair
- Fall Grooming Guide

NOVEMBER

Ad Space Close: August 15 / **On-Sale:** October 17

ALSO Special Sections:

- Cars of the Year
- The Restaurants that Matter Right Now
- Alternative Best Restaurants

DEC./JAN. 2018 | MAVERICKS OF THE YEAR

Ad Space Close: September 19 / **On-Sale:** November 21

Blockbuster issue celebrating the greatest cultural catalysts of our time.

ALSO Special Section:

- The (Renewed) Dubious Achievement Awards

THE BIG BLACK BOOK

SPRING

Ad Space Close: January 10
On-Sale: April-June 2017

FALL

Ad Space Close: July 11
On-Sale: October-December 2017