



Esquire

**2017 EDITORIAL
CALENDAR**

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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.

ALSO 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

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

ALSO Special Sections:

- Sole Searching: A sure-footed guide to shoes

JUNE/JULY

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

ALSO Special Section:

- Best Bars

AUGUST | THE ART OF HAPPINESS

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

ALSO Special Section:

- Fast Fiction: The New, New Short Story

SEPTEMBER | MAVERICKS OF STYLE

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

ALSO Special Section:

- The Code: Size Matters

OCTOBER

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

ALSO Special Section:

- Maverick Ideas & Innovations*
- Cool Hair: The New Accessory

NOVEMBER

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

ALSO Special Sections:

- Mavericks of Big Money*
- The Only Restaurants that Matter
- Cars of the Year

DEC./JAN. 2018 | THE EPIC ISSUE

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

The year's most epic moments, achievements, heroes, villains, destinations, food, drink, men, women and more.

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