

SPECIAL SECTION CALENDAR 2023 - Q1

In addition to daily Chronicle coverage, all listed seasonal content is published on SFChronicle.com, except for stand-alone advertorial sections and otherwise noted. Please note deadlines and content are subject to change.

JAN

THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
Top 25 Restaurants	Food+Wine					Quarterly Project Updates
Top Sonoma County Restaurants	Food+Wine					
Lookahead	Datebook	Tabloid	1/1	12/21 • NOON	12/28 • 10AM	Expanded Coverage in Datebook
Sketchfest Preview	Datebook	Tabloid	1/15	1/5 • NOON	1/11 • 10AM	Expanded Coverage in Datebook
SF Ballet	Datebook	Tabloid	1/15	1/5 • NOON	1/11 • 10AM	Expanded Coverage in Datebook
February SFIS Homes	Advertising Feature	Broadsheet	1/26	12/27 • 3PM	1/3 • 3PM	Advertorial
AT&T Pebble Beach Coverage	Sporting Green	Broadsheet	1/30	1/25 • NOON	1/27 • 10AM	Expanded Coverage in Sporting Green
<i>NFL Playoff Preview</i>	<i>Sporting Green</i>	<i>Broadsheet</i>	<i>TBD</i>	<i>TBD</i>	<i>TBD</i>	Expanded Coverage in Sporting Green

FEB

<i>Pasta themed package</i>	<i>Food+Wine</i>	<i>Broadsheet</i>				<i>Food + Wine section + online</i>
Valentine's Day	Datebook	Tabloid	2/12	2/2 • NOON	2/8 • 10AM	Expanded Valentine's Day coverage in Datebook
Premium Section: Puzzlebook	Stand-Alone, Circ Product	Tabloid	2/12	1/24 • NOON	1/30 • 10AM	
Health & Fitness	Advertising Feature	Broadsheet	2/19	1/31 • NOON	2/6 • 10AM	Advertorial
March SFIS Homes	Advertising Feature	Broadsheet	2/23	1/24 • 3PM	1/31 • 3PM	Advertorial

MAR

Top 25 Wineries	Food+Wine					Online Update
SF Chronicle Wine Competition	Advertising Feature	Tabloid	3/12	2/17 • NOON	2/27 • 10AM	Advertorial. Digital hub on Story Studio.
Academy Awards	Datebook	Tabloid	3/12	3/2 • NOON	3/8 • 10AM	Expanded Coverage in Datebook
March Madness	Sporting Green	Broadsheet	3/15	3/8 • NOON	3/10 • 10AM	Expanded Coverage in Sporting Green
Education	Advertising Feature	Broadsheet	3/19	3/14 • NOON	3/17 • 10AM	Expanded Coverage in Main News
Spring Arts Preview	Datebook	Tabloid	3/19	3/9 • NOON	3/15 • 10AM	Expanded Coverage in Datebook
Senior Living	Advertising Feature	Broadsheet	3/26	3/7 • NOON	3/13 • 10AM	Advertorial. SFGATE hub.
April SFIS Homes	Advertising Feature	Broadsheet	3/30	2/28 • 3PM	3/7 • 3PM	Advertorial
Baseball Preview	Sporting Green	Broadsheet	3/30	3/31 • NOON	4/5 • 10AM	Expanded Coverage in Sporting Green

JAN

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FEB

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SPECIAL SECTION CALENDAR 2023 - Q2

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APR

THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
Top 25 Restaurants	Food+Wine					Quarterly Project Updates
Premium Section: Best of Bay Area Food	Stand-Alone, Circ Product	Tabloid	4/16	3/28 • NOON	4/3 • 10AM	
Destination: Visit Lodi	Advertising Feature	Broadsheet	4/23	4/4 • NOON	4/10 • 10AM	Advertorial. Print only.
May SFIS Homes	Advertising Feature	Broadsheet	4/27	3/28 • 3PM	4/4 • 3PM	Advertorial
Bay Area Book Festival	Advertising Feature	Tabloid	4/30	4/11 • NOON	4/17 • 10AM	Advertorial
<i>NBA Playoff Preview</i>	<i>Sporting Green</i>	<i>Broadsheet</i>	<i>TBD</i>	<i>TBD</i>	<i>TBD</i>	<i>Expanded Coverage in Sporting Green</i>

MAY

CAAMFest	Datebook	Tabloid	5/7	4/27 • NOON	5/3 • 10AM	Expanded coverage in Datebook
Destination: Visit Santa Cruz	Advertising Feature	Broadsheet	5/21	5/2 • NOON	5/8 • 10AM	Advertorial
BottleRock Preview	Datebook	Tabloid	5/21	5/11 • NOON	5/17 • 10AM	Expanded coverage in Datebook
June SFIS Homes	Advertising Feature	Broadsheet	5/25	4/25 • 3PM	5/2 • 3PM	Advertorial
Summer Movie Preview	Datebook	Tabloid	5/28	5/18 • NOON	5/24 • 10AM	Expanded coverage in Datebook

JUN

Top 25 Wineries	Food+Wine					Quarterly Project Updates
Pride						Monthly Online Focus
NBA Playoffs (TBD based on Warriors status)						Monthly Online Focus
NBA Finals Preview	Sporting Green	Broadsheet	6/1	5/26 • NOON	5/31 • 10AM	Expanded Coverage in Sporting Green
Celebrations: Weddings, Special Occasions, Corporate Retreats	Advertising Feature	Broadsheet	6/4	5/16 • NOON	5/22 • 10AM	Advertorial. Print only.
Premium Section: Top 25 Wineries	Stand-Alone, Circ Product:	Tabloid	6/11	5/23 • NOON	5/26 • 10AM	
Destinations: Visit Monterey	Advertising Feature	Broadsheet	6/11	5/23 • NOON	5/26 • 10AM	Advertorial. Print only.
Pride Events Theme	Datebook	Tabloid	6/11	6/1 • NOON	6/7 • 10AM	Expanded coverage in Datebook
Senior Living Section	Advertising Feature	Broadsheet	6/25	6/6 • NOON	6/12 • 10AM	Advertorial. SFGATE hub.
Datebook Summer Fun Guide	Datebook	Tabloid	6/25	6/15 • NOON	6/21 • 10AM	Expanded coverage in Datebook
July SFIS Homes	Advertising Feature	Broadsheet	6/29	5/30 • 3PM	6/6 • 3PM	Advertorial

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SPECIAL SECTION CALENDAR 2023 - Q3

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	THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE	
JUL	Top 25 Restaurants Refresh	Food+Wine					Quarterly Project Updates	JUL
	Survival Guide - Fire Prevention	Stand-Alone	Tabloid	7/16	6/27 • NOON	7/3 • 10AM	Editorial	S M T W T F S
	August SFIS Homes	Advertising Feature	Broadsheet	7/27	6/27 • 3PM	7/5 • 3PM	Advertorial	1
AUG	Fire Map + AQ + Shutoffs Tracker + Live Updates						Monthly Online Focus	2 3 4 5 6 7 8
	Outside Lands	Datebook	Tabloid	8/6	7/27 • NOON	8/2 • 10AM	Expanded coverage in Datebook	9 10 11 12 13 14 15
	Premium Section: TBD	Stand-Alone, Circ Product	Tabloid	8/13	7/25 • NOON	7/31 • 10AM	Editorial	16 17 18 19 20 21 22
	Destination: Visit Lodi	Advertising Feature	Broadsheet	8/20	8/1 • NOON	8/7 • 10AM	Advertorial	23 24 25 26 27 28 29
	Fall Movie Preview	Datebook	Tabloid	8/27	8/17 • NOON	8/23 • 10AM	Expanded coverage in Datebook	30 31
	September SFIS Homes	Advertising Feature	Broadsheet	8/31	6/27 • 3PM	7/5 • 10AM	Advertorial	AUG
	<i>SF Chronicle's Top Workplaces</i>	<i>Stand-Alone Section</i>	<i>Tabloid</i>	<i>TBD</i>	<i>TBD</i>	<i>TBD</i>	<i>Advertorial</i>	S M T W T F S
SEP	Fire Map + AQ + Shutoffs Tracker + Live Updates						Monthly Online Focus	1 2
	College Football Preview	Sporting Green	Broadsheet	9/1	8/29 • NOON	8/31 • 10AM	Expanded Coverage in Sporting Green	3 4 5 6 7 8 9
	Destination: Santa Cruz	Advertising Feature	Broadsheet	9/3	8/15 • NOON	8/21 • 10AM	Advertorial	10 11 12 13 14 15 16
	NFL Preview/49ers Season Preview	Sporting Green	Broadsheet	9/7	9/1 • NOON	9/6 • 10AM	Expanded Coverage in Sporting Green	17 18 19 20 21 22 23
	Education	Advertising Feature	Broadsheet	9/24	9/5 • NOON	9/11 • 10AM	Advertorial	24 25 26 27 28 29 30
	Hardly Strictly Bluegrass	Datebook	Tabloid	9/24	9/14 • NOON	9/20 • 10AM	Expanded coverage in Datebook	
	October SFIS Homes	Advertising Feature	Broadsheet	9/28	8/29 • NOON	9/5 • 10AM	Advertorial	

SPECIAL SECTION CALENDAR 2023 - Q4

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OCT

THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
Seasonal Trackers: Fire Map, Air Quality, and Shutoffs Tracker + Live Updates						Monthly Online Focus
Top 25 Restaurants Refresh	Food+Wine					Quarterly Project Updates
Top 25 Wineries Refresh	Food+Wine					Quarterly Updates
<i>Mill Valley Film Festival</i>	Datebook	Tabloid	10/1	9/21 • NOON	9/27 • 10AM	Expanded coverage in Datebook
Premium Section: Recipes	Stand-Alone, Circ Product	Tabloid	10/8	9/19 • NOON	9/25 • 10AM	Editorial
Survival Guide - Earthquakes	Stand-Alone	Tabloid	10/15	9/26 • NOON	10/2 • 10AM	Editorial
NBA 2023-2024 Season Preview	Sporting Green	Broadsheet	10/17	10/12 • NOON	10/16 • 10AM	Expanded coverage in Sporting Green
Senior Living	Advertising Feature	Broadsheet	10/22	10/3 • NOON	10/9 • 10AM	Advertorial. SFGATE hub.
November SFIS Homes	Advertising Feature	Broadsheet	10/26	9/26 • 3PM	10/3 • 10AM	Advertorial
Halloween/Dia de Muertos	Datebook	Tabloid	10/29	10/19 • NOON	10/25 • 10AM	Expanded coverage in Datebook

NOV

Fire Map + AQ + Shutoffs Tracker + Live Updates						Monthly Online Focus
Holiday Themed Food & Wine	Food+Wine					Online. Holiday themed.
Destination: Monterey	Advertising Feature	Broadsheet	11/12	10/24 • NOON	10/30 • 10AM	Advertorial
Holiday Arts Preview	Datebook	Tabloid	11/19	11/9 • NOON	11/15 • 10AM	Expanded coverage in Datebook
Holiday Gift Guide Part 1	Advertising Feature	Broadsheet	11/19	10/31 • NOON	11/6 • 10AM	Advertorial
December SFIS Homes	Advertising Feature	Broadsheet	11/30	10/31 • 3PM	11/7 • 3PM	Advertorial

DEC

End of Year Enterprise (Topic TBD)						Monthly Online Focus
Holiday Gift Guide Part 2	Advertising Feature	Broadsheet	12/10	11/21 • NOON	11/27 • 10AM	Advertorial
Premium Section: Photos of the Year	Stand-Alone, Circ Product	Tabloid	12/10	11/20 • NOON	11/27 • 10AM	Advertorial
Best of 2023 Food & Wine	Food+Wine - Expanded	Broadsheet	12/17	12/8 • NOON	12/12 • 10AM	Expanded coverage in Food & Wine
Lookback	Datebook	Tabloid	12/24	12/14 • NOON	12/20 • 10AM	Expanded coverage in Datebook
January 2024 SFIS Homes	Advertising Feature	Broadsheet	12/28	11/28 • 3PM	12/5 • 10AM	Advertorial

OCT

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NOV

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