

## 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
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

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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\* Note: Publication dates of italicized listings are to be determined.

## SPECIAL SECTION CALENDAR 2023 - Q2

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## APR

THEMED CONTENT & SEASONAL INITIATIVE	DESK	SIZE	PUB DATE	SPACE	FINAL MATERIAL	SFCHRONICLE.COM PRESENCE
<b>Top 25 Restaurants</b>	Food+Wine		4/25			Quarterly Project Updates. Digital ONLY.
<b>Premium Section: 10 Best Bay Area Hikes</b>	Stand-Alone, Circ Product	Tabloid	4/16	3/28 • NOON	4/3 • 10AM	Editorial. Expanded Coverage.
<b>Destination: Visit Lodi (Spring Break Themed)</b>	Advertising Feature	Broadsheet	4/23	4/4 • NOON	4/10 • 10AM	Advertorial. Print only.
<b>May SFIS Homes</b>	Advertising Feature	Broadsheet	4/27	3/28 • 3PM	4/4 • 3PM	Advertorial
<b>Bay Area Book Festival</b>	Advertising Feature	Tabloid	4/30	4/4 • NOON	4/14 • 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

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

## JUN

<b>Top 25 Wineries</b>	Food+Wine					Quarterly Project Updates. Digital ONLY.
<b>Pride</b>						Monthly Online Focus
<b>NBA Playoffs (TBD based on Warriors status)</b>						Monthly Online Focus
<b>NBA Finals Preview</b>	Sporting Green	Broadsheet	6/1	5/26 • NOON	5/31 • 10AM	Expanded Coverage in Sporting Green
<b>Celebrations: Weddings, Special Occasions, Corporate Retreats</b>	Advertising Feature	Broadsheet	6/4	5/16 • NOON	5/22 • 10AM	Advertorial. Print only.
<b>Premium Section: Top 25 Wineries (Wine Focused/Anderson Valley Theme)</b>	Stand-Alone, Circ Product:	Tabloid	6/11	5/23 • NOON	5/26 • 10AM	Print & Digital
<b>Destinations: Visit Monterey</b>	Advertising Feature	Broadsheet	6/11	5/23 • NOON	5/26 • 10AM	Advertorial. Print only.
<b>Pride Events Theme</b>	Datebook	Tabloid	6/11	6/1 • NOON	6/7 • 10AM	Expanded coverage in Datebook
<b>Senior Living Section</b>	Advertising Feature	Broadsheet	6/25	6/6 • NOON	6/12 • 10AM	Advertorial. SFGATE hub.
<b>Datebook Summer Fun Guide</b>	Datebook	Tabloid	6/25	6/15 • NOON	6/21 • 10AM	Expanded coverage in Datebook
<b>July SFIS Homes</b>	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	S	M	T	W	T	F	S
JUL	Top 25 Restaurants Refresh	Food+Wine					Quarterly Project Updates. Digital ONLY.									1
	Survival Guide - Fire Prevention	Stand-Alone	Tabloid	7/16	6/27 • NOON	7/3 • 10AM	Editorial		2	3	4	5	6	7	8	
	August SFIS Homes	Advertising Feature	Broadsheet	7/27	6/27 • 3PM	7/5 • 3PM	Advertorial		9	10	11	12	13	14	15	
									16	17	18	19	20	21	22	
AUG	Fire Map + AQ + Shutoffs Tracker + Live Updates						Monthly Online Focus		23	24	25	26	27	28	29	
	Outside Lands	Datebook	Tabloid	8/6	7/27 • NOON	8/2 • 10AM	Expanded coverage in Datebook		30	31						
	Premium Section: Bay Area's Best Restaurants	Stand-Alone, Circ Product	Tabloid	8/13	7/25 • NOON	7/31 • 10AM	Editorial									
	Destination: Visit Lodi	Advertising Feature	Broadsheet	8/20	8/1 • NOON	8/7 • 10AM	Advertorial									
	Fall Movie Preview	Datebook	Tabloid	8/27	8/17 • NOON	8/23 • 10AM	Expanded coverage in Datebook									
	September SFIS Homes	Advertising Feature	Broadsheet	8/31	6/27 • 3PM	7/5 • 10AM	Advertorial									
	Fall Arts Preview	Datebook	Tabloid	TBD	TBD	TBD	Expanded coverage in Datebook									
	SF Chronicle's Top Workplaces	Stand-Alone Section	Tabloid	TBD	TBD	TBD	Advertorial									
	Fire Map + AQ + Shutoffs Tracker + Live Updates						Monthly Online Focus									
	College Football Preview	Sporting Green	Broadsheet	9/1	8/29 • NOON	8/31 • 10AM	Expanded Coverage in Sporting Green									
SEP	Destination: Santa Cruz	Advertising Feature	Broadsheet	9/3	8/15 • NOON	8/21 • 10AM	Advertorial									
	NFL Preview/49ers Season Preview	Sporting Green	Broadsheet	9/7	9/1 • NOON	9/6 • 10AM	Expanded Coverage in Sporting Green									
	Education	Advertising Feature	Broadsheet	9/24	9/5 • NOON	9/11 • 10AM	Advertorial									
	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									

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## 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
Mill Valley Film Festival	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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