

# CHRONICLE CALENDAR 2022 - 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.

|            | THEMED CONTENT & SEASONAL INITIATIVE            | DESK                  | SIZE              | PUB DATE   | SPACE        | FINAL MATERIAL | SFCHRONICLE.COM PRESENCE                                |
|------------|---|-----------------------|-------------------|------------|--------------|----------------|---|
| <b>JAN</b> | <b>Top 25 Restaurants Launch</b>                | Food+Wine             |                   |            |              |                | Quarterly Project Updates; Online publication date: 1/5 |
|            | <b>Top Chinese Restaurants (Lunar New Year)</b> | Food+Wine             |                   |            |              |                | Monthly Online Focus                                    |
|            | <b>Sketchfest Preview</b>                       | Datebook              | Tabloid           | 1/2        | 12/23 • NOON | 12/29 • 10AM   |   |
|            | <b>NFL Playoff Preview</b>                      | Sporting Green        | Broadsheet        | 1/13       | 1/10 • NOON  | 1/12 • 11AM    |   |
|            | <b>Febraury SFIS Homes</b>                      | Advertising Feature   | Broadsheet        | 1/27       | 12/28 • 3PM  | 1/4 • 3PM      | No  |
|            | <b>AT&amp;T Pebble Beach Coverage</b>           | Sporting Green        | Broadsheet        | 1/30       | 1/26 • 10AM  | 1/27 • 11AM    |   |
|            | <b>Top 25 Breweries Launch</b>                  | Food+Wine             |                   |            |              |                | Monthly Online Focus                                    |
| <b>FEB</b> | <b>Premium Section: Puzzlebook</b>              | Stand-Alone           | Tabloid           | 2/13       | 1/26 • NOON  | 1/31 • 10AM    |   |
|            | <b>March SFIS Homes</b>                         | Advertising Feature   | Broadsheet        | 2/24       | 1/25 • 3PM   | 2/1 • 3PM      | No  |
|            | <b>East Bay Food+Wine</b>                       | Food+Wine             | Broadsheet        | 2/6        | 2/25 • NOON  | 3/1 • NOON     |   |
|            | <b>SF Chronicle Wine Competition Awards</b>     | Advertising Feature   | Tabloid           | 3/13       | 2/23 • NOON  | 2/28 • 10AM    | Advertorial Landing Page on SFC.com                     |
| <b>MAR</b> | <b>Spring Arts Preview</b>                      | Datebook              | Tabloid           | 3/20       | 3/9 • NOON   | 3/16 • 10AM    |   |
|            | <b>Academy Awards</b>                           | Datebook              | Tabloid           | 3/27       | 3/16 • NOON  | 3/23 • 10AM    |   |
|            | <b>Senior Living</b>                            | Advertising Feature   | Broadsheet        | 3/27       | 3/9 • NOON   | 3/14 • 10AM    | Advertorial SFGATE                                      |
|            | <i>Baseball Preview</i>                         | <i>Sporting Green</i> | <i>Broadsheet</i> | <i>TBD</i> | <i>TBD</i>   | <i>TBD</i>     |   |
|            | <b>April SFIS Homes</b>                         | Advertising Feature   | Broadsheet        | 3/31       | 3/1 • 3PM    | 3/8 • 3PM      | No  |

**JAN**

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 |    |    |    |    |    |

**FEB**

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    | 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 |    |    |    |    |    |

**MAR**

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    | 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 |    |    |

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

# CHRONICLE CALENDAR 2022 - Q2

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.

|                                      | THEMED CONTENT & SEASONAL INITIATIVE               | DESK                      | SIZE       | PUB DATE   | SPACE       | FINAL MATERIAL | SFCHRONICLE.COM PRESENCE                             |
|--------------------------------------|--|---------------------------|------------|------------|-------------|----------------|--|
| <b>APR</b>                           | <b>Top 25 Restaurants</b>                          | Food+Wine                 |            |            |             |                | Online publication date: TBD/First week of the month |
|                                      | <b>Premium Section: Travel (Road Trips)</b>        | Stand-Alone               | Tabloid    | 4/10       | 3/23 • NOON | 3/28 • 10AM    |  |
|                                      | <b>Cannabis LifeStyle</b>                          | GreenState                | Tabloid    | 4/17       | 3/30 • NOON | 4/4 • 10AM     |  |
|                                      | <b>May SFIS Homes</b>                              | Advertising Feature       | Broadsheet | 4/28       | 3/29 • 3PM  | 4/5 • 3PM      | No   |
| <b>MAY</b>                           | <b>Bay Area Book Festival</b>                      | Advertising Feature       | Tabloid    | 5/1        | 4/6 • NOON  | 4/18 • NOON    | Yes  |
|                                      | <b>CAAMFest</b>                                    | Datebook                  | Tabloid    | 5/8        | 4/27 • NOON | 5/4 • 10AM     |  |
|                                      | <b>Weddings</b>                                    | Advertising Feature       | Broadsheet | 5/15       | 4/27 • NOON | 5/2 • 10AM     | Advertorial SFGATE                                   |
|                                      | <b>Destination: Visit Santa Cruz</b>               | Advertising Feature       | Broadsheet | 5/22       | 5/4 • NOON  | 5/9 • 10AM     | No   |
|                                      | <b>June SFIS Homes</b>                             | Advertising Feature       | Broadsheet | 5/26       | 4/26 • 3PM  | 5/3 • 3PM      | No   |
| <b>JUN</b>                           | <b>Pride</b>                                       |                           |            |            |             |                | Monthly Online Focus                                 |
|                                      | <b>California Primaries</b>                        |                           |            |            |             |                | Monthly Online Focus                                 |
|                                      | <b>Top 25 Wineries</b>                             | Food+Wine                 |            |            |             |                | Online Update of list (no print)                     |
|                                      | <b>NBA Playoffs (TBD based on Warriors status)</b> |                           |            |            |             |                | Monthly Online Focus                                 |
|                                      | <b>NBA Finals Preview</b>                          | Sporting Green            | Broadsheet | 6/2        | 5/27 • 10AM | 6/1 • 10AM     |  |
|                                      | <b>Premium Section: Food (Best Day Ever)</b>       | Stand-Alone, Circ Product | Tabloid    | 6/12       | 5/24 • NOON | 5/27 • 10AM    |  |
|                                      | <b>Destination: Visit Monterey</b>                 | Advertising Feature       | Broadsheet | 6/12       | 5/25 • NOON | 5/30 • 10AM    | No   |
|                                      | <b>Pride Events Theme</b>                          | Datebook                  | Tabloid    | 6/19       | 6/8 • NOON  | 6/15 • 10AM    |  |
|                                      | <b>Destination: Visit Lodi</b>                     | Advertising Feature       | Broadsheet | 6/19       | 6/1 • NOON  | 6/6 • 10AM     | No   |
|                                      | <b>Senior Living Section</b>                       | Advertising Feature       | Broadsheet | 6/26       | 6/8 • NOON  | 6/13 • 10AM    | No   |
| <b>July SFIS Homes</b>               | Advertising Feature                                | Broadsheet                | 6/30       | 5/31 • 3PM | 6/7 • 3PM   | No             |  |
| <i>Datebook Summer Fun Guide</i>     | <i>Datebook</i>                                    | <i>Tabloid</i>            | <i>TBD</i> | <i>TBD</i> | <i>TBD</i>  | <i>Yes</i>     |  |
| <i>SF Chronicle's Top Workplaces</i> | <i>Stand-Alone</i>                                 | <i>Tabloid</i>            | <i>TBD</i> | <i>TBD</i> | <i>TBD</i>  |                |  |

**APR**

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

**MAY**

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

**JUN**

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |    |    |

# CHRONICLE CALENDAR 2022 - Q3

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.

|            | THEMED CONTENT & SEASONAL INITIATIVE                       | DESK                  | SIZE              | PUB DATE   | SPACE       | FINAL MATERIAL | SFCHRONICLE.COM PRESENCE                                |
|------------|--|-----------------------|-------------------|------------|-------------|----------------|---|
| <b>JUL</b> | <b>Top 25 Restaurants</b>                                  | Food+Wine             |                   |            |             |                | Quarterly Project Updates; Online publication date: 7/6 |
|            | <b>SF Chronicle's Top Workplaces</b>                       | Stand-Alone           | Tabloid           | 7/17       | 6/29 • NOON | 7/1 • 10AM     |   |
|            | <b>August SFIS Homes</b>                                   | Advertising Feature   | Broadsheet        | 7/28       | 6/28 • 3PM  | 7/5 • 3PM      | No  |
|            | <b>Outside Lands</b>                                       | Datebook              | Tabloid           | 7/31       | 7/20 • NOON | 7/27 • 10AM    |   |
|            | <i>Disaster Prep Guide - Fire Prevention</i>               | <i>Stand-Alone</i>    | <i>Tabloid</i>    | <i>TBD</i> |             |                | <i>Disaster Prep Guide Hub</i>                          |
| <b>AUG</b> | <b>Fire Map + AQ + Shutoffs Tracker + Live Updates</b>     |                       |                   |            |             |                | Monthly Online Focus                                    |
|            | <b>Premium Section: Recipes</b>                            | Stand-Alone           | Tabloid           | 8/7        | 7/20 • NOON | 7/25 • 10AM    |   |
|            | <b>September SFIS Homes</b>                                | Advertising Feature   | Broadsheet        | 8/25       | 7/26 • 3PM  | 8/2 • 3PM      | No  |
|            | <i>College Football Preview</i>                            | <i>Sporting Green</i> | <i>Broadsheet</i> | <i>TBD</i> | <i>TBD</i>  | <i>TBD</i>     | <i>No</i>   |
| <b>SEP</b> | <b>Fire Map + AQ + Shutoffs Tracker + Live Updates</b>     |                       |                   |            |             |                | Monthly Online Focus                                    |
|            | <b>Destination: Santa Cruz</b>                             | Advertising Feature   |                   | 9/4        | 8/17 • NOON | 8/22 • 3PM     | No  |
|            | <b>Destination: Visit Lodi</b>                             | Advertising Feature   | Broadsheet        | 9/11       | 8/24 • NOON | 8/29 • 3PM     | No  |
|            | <b>Education</b>   | Advertising Feature   | Broadsheet        | 9/25       | 9/7 • NOON  | 9/12 • NOON    | Yes   |
|            | <b>October SFIS Homes</b>                                  | Advertising Feature   | Tabloid           | 9/29       | 8/30 • 3PM  | 9/6 • 3PM      | No  |
|            | <i>Fall Arts Preview</i>                                   | <i>Datebook</i>       | <i>Broadsheet</i> | <i>TBD</i> | <i>TBD</i>  | <i>TBD</i>     |   |
|            | <i>Fall Movie Preview</i>                                  | <i>Datebook</i>       | <i>Tabloid</i>    | <i>TBD</i> | <i>TBD</i>  | <i>TBD</i>     |   |
|            | <i>NFL Preview/49ers Season Preview (Season Start TBD)</i> | <i>Sporting Green</i> |                   | <i>TBD</i> | <i>TBD</i>  | <i>TBD</i>     |   |

  

| <b>JUL</b> |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|
| S          | M  | T  | W  | T  | F  | S  |
|            |    |    |    |    | 1  | 2  |
| 3          | 4  | 5  | 6  | 7  | 8  | 9  |
| 10         | 11 | 12 | 13 | 14 | 15 | 16 |
| 17         | 18 | 19 | 20 | 21 | 22 | 23 |
| 24         | 25 | 26 | 27 | 28 | 29 | 30 |
| 31         |    |    |    |    |    |    |

  

| <b>AUG</b> |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|
| S          | M  | T  | W  | T  | F  | S  |
|            | 1  | 2  | 3  | 4  | 5  | 6  |
| 7          | 8  | 9  | 10 | 11 | 12 | 13 |
| 14         | 15 | 16 | 17 | 18 | 19 | 20 |
| 21         | 22 | 23 | 24 | 25 | 26 | 27 |
| 28         | 29 | 30 | 31 |    |    |    |

  

| <b>SEP</b> |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|
| S          | M  | T  | W  | T  | F  | S  |
|            |    |    |    | 1  | 2  | 3  |
| 4          | 5  | 6  | 7  | 8  | 9  | 10 |
| 11         | 12 | 13 | 14 | 15 | 16 | 17 |
| 18         | 19 | 20 | 21 | 22 | 23 | 24 |
| 25         | 26 | 27 | 28 | 29 | 30 |    |

# CHRONICLE CALENDAR 2022 - Q4

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.

|            | THEMED CONTENT & SEASONAL INITIATIVE   | DESK                        | SIZE              | PUB DATE   | SPACE        | FINAL MATERIAL | SFCHRONICLE.COM PRESENCE  |
|------------|--|-----------------------------|-------------------|------------|--------------|----------------|---|
| <b>OCT</b> | <b>Seasonal Trackers: Fire Map, Air Quality, and Shutoffs Tracker + Live Updates</b> |                             |                   |            |              |                | Monthly Online Focus  |
|            | <b>Midterm Elections</b>   |                             |                   |            |              |                | Monthly Online Focus  |
|            | <b>Top 25 Restaurants Refresh</b>  | Food+Wine                   |                   |            |              |                | Quarterly Project Updates; Online publication date: TBD/First week of the month |
|            | <b>Top 25 Wineries Refresh</b>   | Food+Wine                   |                   |            |              |                | Quarterly Updates; Online publication dates TBD                                 |
|            | <b>Premium Section: TBD</b>  | Stand-Alone                 | Tabloid           | 10/9       | 9/21 • NOON  | 9/25 • 10AM    |   |
|            | <b>Back to Health (Health/Fitness Themed)</b>  | Advertising Feature         | Broadsheet        | 10/16      | 9/28 • NOON  | 10/3 • 10AM    | Advertorial SFGATE  |
|            | <b>Senior Living</b>   | Advertising Feature         | Broadsheet        | 10/23      | 10/5 • NOON  | 10/10 • 10AM   | Advertorial SFGATE  |
|            | <b>November SFIS Homes</b>   | Advertising Feature         | Broadsheet        | 10/27      | 9/27 • 3PM   | 10/4 • 3PM     | No  |
|            | <i>Disaster Prep Guide - Earthquakes</i>   | <i>Stand-Alone</i>          | <i>Tabloid</i>    | <i>TBD</i> | <i>TBD</i>   | <i>TBD</i>     | <i>Disaster Prep Guide Hub</i>  |
|            | <i>NBA 2022-2023 Season Preview</i>  | <i>Sporting Green</i>       | <i>Broadsheet</i> | <i>TBD</i> | <i>TBD</i>   | <i>TBD</i>     |   |
| <b>NOV</b> | <b>Fire Map + AQ + Shutoffs Tracker + Live Updates</b>                               |                             |                   |            |              |                | Monthly Online Focus  |
|            | <b>Midterm Elections</b>   |                             |                   |            |              |                | Monthly Online Focus  |
|            | <b>Holiday Themed Food &amp; Wine</b>  | Food+Wine                   |                   |            |              |                | Online  |
|            | <b>Destination: Monterey</b>   | Advertising Feature         | Broadsheet        | 11/13      | 10/26 • NOON | 10/31 • 10AM   | No  |
|            | <b>Holiday Gift Guide Part 1</b>   | Advertising Feature         | Broadsheet        | 11/20      | 11/2 • NOON  | 11/7 • 10AM    | Advertorial SFGATE  |
|            | <b>December SFIS Homes</b>   | Advertising Feature         | Broadsheet        | 11/23      | 10/25 • 3PM  | 11/1 • 3PM     | No  |
|            | <b>Cannabis Lifestyle</b>  | GreenState                  | Tabloid           | 11/27      | 11/9 • NOON  | 11/14 • 10AM   |   |
|            | <i>Holiday Arts Preview</i>  | <i>Datebook</i>             | <i>Tabloid</i>    | <i>TBD</i> | <i>TBD</i>   | <i>TBD</i>     |   |
| <b>DEC</b> | <b>End of Year Enterprise (Topic TBD)</b>  |                             |                   |            |              |                | Monthly Online Focus  |
|            | <b>Holiday Gift Guide Part 2</b>   | Advertising Feature         | Broadsheet        | 12/11      | 11/23 • NOON | 11/28 • 10AM   | Advertorial SFGATE  |
|            | <b>Premium Section: Year in Pictures</b>   | Stand-Alone                 | Tabloid           | 12/11      | 11/22 • NOON | 11/28 • 10AM   |   |
|            | <b>SFIS Homes</b>  | Advertising Feature         | Broadsheet        | 12/29      | 11/29 • 3PM  | 12/6 • 3PM     | No  |
|            | <i>Best of 2021 Food &amp; Wine</i>  | <i>Food+Wine - Expanded</i> | <i>Broadsheet</i> | <i>TBD</i> | <i>TBD</i>   | <i>TBD</i>     | Online published week of 12/13  |

**OCT**

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 |    |    |    |    |    |

**NOV**

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    | 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 |    |    |    |

**DEC**

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

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