

EDITORIAL CALENDAR

Date	Ad Close	Features				Collection Development	Spotlight Coverage; Special Projects	Special Ad Sections
Jan	Ad Close: 11/23/20 Materials: 12/7/20	Remote Learning	Newberry Medal Trivia	Shakespeare in the 21st C Classroom	Isekai Manga	SEL; Mental and Emotional Health Books		Graphic Novels
Feb	Ad Close: 12/21/20 Materials: 1/4/21	Diverse Reading in White Communities	Project-based Learning	Unbiased Science Research	Outstanding Int'l Books (USBBY)	Transitional Chapter Books; Graphic Novels		STEM
Mar	Ad Close: 1/25/21 Materials: 2/8/21	Spring Announcements	Dedicated Tween Issue	Tween Brain Development	Social Media and Engagement	Books for Young Tweens/Tweens	Tween vs. Teen at the Library	Environmentalism
Apr	Ad Close: 2/22/21 Materials: 3/8/21	School Librarian of the Year	Series Made Simple	Older YA	SEL and Remote Learning	NCTE Poetry Notables List	Revising the Canon	LGBTQ
May	Ad Close: 3/22/21 Materials: 4/5/21	Summer Reading/Learning	Reading Clubs; The Summer Slide	Audiobooks in the Classroom	The Case for Licensed Books	Parenting (guides, resources, advice)		Sports/Olympics
Jun	Ad Close: 4/19/21 Materials: 5/3/21	Margaret A. Edwards Award 2020	Book Clubs Redefined	Collection Development Survey	Kids' Passions	Hi-Lo Books		SEL
Jul	Ad Close: 5/24/21 Materials: 6/7/21	Early Learning	Homeschooling Feature + Kit	Working with Learning Pods	Board Book Roundup	Immigration Narratives		
Aug	Ad Close: 6/21/21 Materials: 7/6/21	STEM: Best Practices	Trends in Book Covers	In Development	In Development	Back-to-School Read-Alouds		Audiobooks
Sep	Ad Close: 7/19/21 Materials: 8/2/21	Fall Announcements	Nonfiction Focus: Books for STEM	ELL Support	Virtual Learning for ELL Students	Scary Reads/Horror (MG and YA)		YA Debuts
Oct	Ad Close: 8/23/21 Materials: 9/7/21	SEL Focus	Graphic Novels in the Classroom Kit	In Development	In Development	Great Bios/Memoirs (underrepresented voices, historical figures)	Mental Health Awareness Month	Diverse Voices
Nov	Ad Close: 9/20/21 Materials: 10/4/21	Series Made Simple	Special Project: State of School Libraries			Picture Books Around the Globe	State of School Libraries	Crafting for Kids
Nov	Ad Close: 9/20/21 Materials: 10/4/21	FALL SUPPLEMENT: SLJ SERIES MADE SIMPLE (polybagged with November issue)						
Dec	Ad Close: 10/25/21 Materials: 11/9/21	Best Books of 2021	Top 10: Manga	Top 10: Audiobooks	Adult Books for Teens	In Development		

QUESTIONS? CONTACT YOUR ACCOUNT MANAGER

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