

EDITORIAL CALENDAR 2012



Jan/Feb

- ✂ Shows, Expos Classes—St. Louis Home and Garden Show Distribution!
- ✂ **Klip 'n' Keep Advertiser 2012 Resource Guide**
- ✂ Hydroponics
- ✂ OMG--Orchids!
- ✂ Hellebores and 'Hazels
- ✂ How-To--Home Hardscape Project

March

- ✂ SPRING BEGINS!
- ✂ Time to plant cool season veggie crops—seed for hardy annuals
- ✂ Azaleas, Rhodies and More—NEW Early Flowering Shrub Cultivars!
- ✂ Cool Spring Containers!
- ✂ Spring-blooming Natives
- ✂ How-To—Create a Bubblers for the Birds

April

- ✂ Earth Day April 5th-6th –Sustainable Gardening Practices
- ✂ Favorite Spring-flowering trees
- ✂ Green Gardener Shopping Guide
- ✂ Mulch/Compost
- ✂ Great NEW Container Annuals!
- ✂ How-To—Create a Container

May

- ✂ Mother's Day-May 13th
- ✂ Cinco de Mayo--Summer Bulbs for Hot Color!
- ✂ Chinese Lanterns in the Garden
- ✂ NEW Perennials
- ✂ Veggie Varieties for Summer Success!
- ✂ How-To—Plant Perennials

June

- ✂ Perennial Gardening Month—Keeping Them Fresh All Summer Long!
- ✂ Father's Day Tools!
- ✂ Komen Race for the Cure—Plants for a Cause
- ✂ How-to—Staking Tomatoes

July/August

- ✂ Pond-O-Rama--Water Gardening
- ✂ Bargain Issue! Products and Tips for Saving Money in the Landscape
- ✂ Tropical Plants for Dog Day Beauty
- ✂ New Irrigation Products
- ✂ Insect/Disease Prevent/Treat
- ✂ How-To--TBD

September

- ✂ Trees issue—Picking, Planting and Care
- ✂ Apples of your Eye—Apple Cultivars for the Home Gardener
- ✂ Garden Soil Amendments
- ✂ How-to—Renovate your Lawn

October

- ✂ Botanical Decorating for Fall
- ✂ Pumpkin Farm Guide
- ✂ NEW Spring Bulbs
- ✂ Deer-Rabbit Repellent Tips, Techniques, Products That WORK!
- ✂ How-to—Update Your Containers for Fall

Nov/Dec

- ✂ America Recycles Day-Recycling in the Garden
- ✂ Holiday Gift Guide
- ✂ Feeding and Landscaping for Wild Birds
- ✂ Botanical Decorating for the Holidays!
- ✂ How-to—Prune Trees