

COASTAL LIVING 2011 editorial calendar*



February { THE ISLANDS ISSUE }

CLOSE: 11/29/10 ON SALE: 1/21/11

at a glance
ROMANTIC ISLAND GETAWAYS
DREAMY HOMES IN THE CARIBBEAN
ALL ABOUT RUM

DESIGN AND DECORATING: *Material Goods*—Focus on architecture and materials appropriate for building at the beach. *St. Bart's Dream*—This white-hot house takes a clean approach to tropical design. *A Lifetime of Collecting*—A charming cottage in Hopetown, Bahamas, is the backdrop for cherished collections. *Bahamas Style*—A cottage in Lyford Cay is filled with vintage finds and period classics.

TRAVEL AND LIFESTYLE: *Romantic Islands Getaways*—We gathered the 10 best places for a romantic rendezvous, including where to catch the sunset and a secret spot to sneak away. *What's New in Easter Island?*—Our fascination reaches beyond the mysterious statues as we discover the island's top 10 attractions. *The Islands of Greece*—A photo essay from photographer William Abranowicz explores authentic Greek life.

BEAUTY AND STYLE: *Island Spa Products*—Pamper yourself at home with these beauty products made from island ingredients. *Island Whites*—Cool and crisp white decor to dress your home. "What's in Your Beach Bag?"—Letarte Swimwear Designers from Hawaii share their must-have products.

COOKING AND ENTERTAINING: *Beach Eats Lightened Up*—Feel better about indulging in your favorite dishes, including lobster rolls, coconut shrimp, and fish and chips. We created lighter versions without sacrificing flavor—really! *All About Rum*—Not just for drinking: This versatile spirit adds a kick to marinades, sauces, and sweets.



March { THE COLOR ISSUE }

CLOSE: 1/7/11 ON SALE: 2/25/11

at a glance
COLOR CONFIDENCE
FLORIDA ISLAND HOPPING
OUTDOOR FABRICS

DESIGN AND DECORATING: *Color Confidence!*—Fool-proof color palettes throughout this issue to achieve your favorite beachy looks, including paint recommendations and wall covering tips. *Fresh Takes on Blue and White*—We salute this classic coastal color scheme, plus editors' favorite new blue-and-white accessories, from rugs to lamps. *Artist's Retreat*—Designer Angela Adams' home in Maine takes a funky approach to seaside style with lively patterns and lots of color. *Beach-Bright Condo*—A kicky color palette, tailored accents, and Old Florida antiques come together to create the ultimate in West Palm Beach style.

TRAVEL AND LIFESTYLE: *Florida Island Hopping*—Discover secret beaches, fabulous food, and water-bound adventure in the Gulf. *Best Beachcombing Beaches*—The best spots for collecting shells, seaglass, and driftwood. *Puerto Rico*—Dazzling colors bring this island to life. *Coastal Hero*—Meet our 12-year-old sea turtle conservationist from North Carolina! *Amazing Pools*—We've scouted out the best resorts around the world for relaxing poolside.

BEAUTY AND STYLE: *Outdoor Fabrics*—Our editors' pick their favorite new fabrics—stylish and suited for the elements. *Beach Chic Shops*—We show you where to shop for your home (and yourself!) from coast to coast.

COOKING AND ENTERTAINING: *Mardi Gras Party!*—We share the essential menu for this historic annual event. King cake anyone? *Craving Avocado*—They're not just for guacamole! Recipes include Chilled Avocado Soup w/ Crap Salad Garnish, Avocado Fries, and Avocado Corn Salsa.



April { STEP INTO SPRING }

CLOSE: 2/4/11 ON SALE: 3/25/11

at a glance
BUILDING AT THE BEACH SPECIAL SECTION
SHRIMP EXTRAVAGANZA
PLAN YOUR DREAM: FINANCE TIPS

EVENT
SANDESTIN WINE FESTIVAL
(DESTIN, FL)

DESIGN AND DECORATING: *Building at the Beach Special Section*—Celebrating environmentally friendly construction and renovation. *Beachy Bedroom*—We shop for the latest home decor products to beach up your bedroom. *Made in Beachy Shades*—Muted hues and soft textures set the stage for killer ocean views in this California home. *Color Splash*—This classic family beach home is full of fun and color galore.

TRAVEL AND LIFESTYLE: *Dream Town*—Our latest discovery for a weekend (or forever). We visit Pensacola, Florida. PLUS: Plan Your Dream—*MONEY* magazine's Amanda Gengler tells readers what they should know before buying a foreclosure or short sale property. *Just Back From... San Diego*—There's more than just year-round sunshine to this So-Cal city. It's a food lover's paradise too. We take you to all the hot spots! *Quiet Bahamas*—Live like a local at Elbow Cay. *Italy's 'Heel'*—Journey through Puglia for authentic fare and dreamy seaside lodging.

BEAUTY AND STYLE: *Shopping for Pearls*—Jewelry and accessories that highlight the sea's prettiest product. *What's in Your Beach Bag?*—Fashion designer Cynthia Rowley lets us peek inside hers.

COOKING AND ENTERTAINING: *Shrimp Extravaganza!*—Tons of recipes and tips for enjoying America's favorite seafood. Plus, the debate over fresh vs. frozen. *Fresh Baked*—Delicious breads for brunch. Recipes include Cinnamon Rolls, Cranberry-Pistachio Bread, Rosemary Scones, and Coffee Cake. *Quick & Delicious*—It's the perfect time of year for lamb. Try these chops on the grill.

*As of 3/16/11. Stories and dates subject to change.

COASTAL LIVING 2011 editorial calendar*



May { SUMMER KICK-OFF SPECIAL }

CLOSE: 3/4/11 ON SALE: 4/22/11

at a glance

DREAM TOWN

COLOR IN THE GARDEN

GREAT GETAWAYS

EVENT
COOKING FOR SOLUTIONS
(MONTEREY, CA)

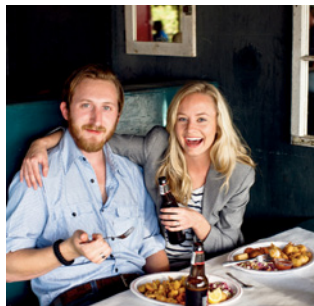
DESIGN AND DECORATING: *Bainbridge Island Rambler*—Best-selling author Susan Wiggs shares her creative and colorful Bainbridge Island, Washington, home and garden. Plus her picks for summer's best books. *Nantucket Charmer*—This Nantucket cottage takes signature New England style to the next level with comfortable interiors and the cutest porch ever. *Color in the Garden*—Take the color story outdoors with this inspiring California flower garden. *School Rules*—A South Carolina family relocates, restores, and redecorates a 1920s schoolhouse and turns it into a comfy coastal retreat.

TRAVEL AND LIFESTYLE: *Dream Town*—Our latest discovery for a weekend (or forever). We visit Gig Harbor, Washington. PLUS: finance tips from *MONEY* magazine's Amanda Gengler. *Exploring Chesapeake Bay*—We've mapped out where to eat, stay, and play on Maryland's Eastern shore. *Just back from...Carmel*—A mother-daughter weekend trip to this charming California town including yoga, painting, and surfing lessons. *Road Trip*—Follow our road trip route to catch great views and more along Maine's Highway 1. Detour to Acadia National Park for more stunning scenery. *Steals & Deals*—Great off-season rates at 12 of our favorite resorts. Plus exclusive discounts and extras for *Coastal Living* readers.

BEAUTY AND STYLE: *Find Your Beach Style*—We've got a look for everyone, no matter what your style—flip-flops, sunglasses, accessories and more to make your vacation even better! *Beach Cruisers*—Our favorite bikes for beach riding, plus happy trails to hit. *Shell Chic*—Shell-encrusted accessories for your home.

COOKING AND ENTERTAINING: *Quick & Delicious*—Three satisfying salads—grilled chicken, steak, and veggie—with one simple vinaigrette. *Fishing in Alaska*—Senior food editor Julia Rutland takes a salmon fishing excursion to Alaska and then cooks up her catch. *Mom's Best Recipes*—Coastal chefs such as Lidia Bastianich, Michelle Bernstein, Suzanne Goin and more share heartfelt stories and recipes inspired by their mothers.

SPECIAL ADVERTISING SECTION: *Great Getaways*—Plan your Summer vacation



June { THE READER ISSUE }

CLOSE: 4/1/11 ON SALE: 5/20/11

at a glance

READERS' FAVORITE SEAFOOD DIVES

SUMMER ESCAPES

BEFORE & AFTER

DESIGN AND DECORATING: *Before & After*—Our readers love a good renovation. Home-owners and designers take you step-by-step through their redos. These great ideas will get your creative juices flowing. *Dress Your Table*—Three great tabletop looks for summer entertaining. *Six Style Tricks*—A Newport Beach, California house full of ideas for decorating with bold, cheerful colors. *A House with History*—Old meets new at a family summer home in Nantucket.

TRAVEL AND LIFESTYLE: *Beach Dream List*—Our readers' beach bucket list. We've compiled the top 100 must-do coastal activities. *Just back from...Lake Michigan*—A roundup of favorite places to eat, shop, and play on this Great Lake. *Dream Town*—Our latest discovery for a weekend (or forever). We visit Rockland, Maine. PLUS: finance tips from *MONEY* magazine's Amanda Gengler. *Celebrating the Jersey Shore*—Don't knock it till you try it. Here are the seaside gems of where to stay, eat, and play along the Jersey Shore.

BEAUTY AND STYLE: "What's in Your Beach Bag"—Fashion designer Tomas Maier, creative director of Bottega Veneta, tells us his must haves.

COOKING AND ENTERTAINING: *Readers' Favorite Seafood Dives*—Who knows better than our readers where to get the best, most laid-back dining experiences at the shore? They tell us, and we tell you. *No-Cook Beach Picnic*—An easy pack-and-go menu (no cooking required!), plus editors' favorite picnic merchandise, from bags to blankets to wine carriers. *Quick & Delicious*—Mango Madness: mango chicken salad, mango smoothie, mango gazpacho.

SPECIAL ADVERTISING SECTION: *Summer Escapes*—Can't miss travel destinations for the summer



July/August { SUMMER ON THE WATER }

CLOSE: 5/6/11 ON SALE: 6/24/11

at a glance

SUNSCREEN SMARTS

AMERICA'S SECRET ISLANDS

DREAM TOWN

EVENT
BOSTON POPS ON NANTUCKET
(NANTUCKET, MA)

DESIGN AND DECORATING: *Yacht Style*—Check out this shipshape makeover, complete with decorating tips suited for land AND sea. *Responsible Renovation*—A historic preservation project in Nantucket uses salvaged beams, floors, and antique bricks, while incorporating all the modern comforts of home. *Six Style Tricks*—This colorful California house is chock full of good ideas for living comfortably with style. *Barn Raising*—Don't let the barnlike exterior of this new house on Cape Cod deceive you. Inside, the rooms are spacious, modern and most of all livable. *Summer Spectacular*—Visit this spectacular Maine garden and get inspired to create your own high-season Eden.

TRAVEL AND LIFESTYLE: *America's Secret Islands*—You don't have to travel outside the U.S. for a dreamy island escape. Our top picks, what to see & do, and where to stay. *Best Boardwalk Bites*—Where to find the best summer boardwalk grub, from hot dogs on Coney Island to fried artichokes in Santa Cruz, plus treats to satisfy your sweet tooth. *Dream Town*—Our latest discovery for a weekend (or forever). We visit Bolinas, California. PLUS: finance tips from *MONEY* magazine's Amanda Gengler. *Beach Reads*—The best summer reads for your beach bag.

BEAUTY AND STYLE: *Sunscreen Smarts*—Experts answer your questions and recommend the right sunscreen and waterproof products for you.

COOKING AND ENTERTAINING: *The A to Z Guide to Grilling*—From alder wood to zucchini, everything you need to get a head start on summer's great culinary pastime. *Frozen Treats*—From delicious frozen drinks to homemade popsicles. *Quick & Delicious*—A week at the beach: seven days of menus, recipes and shopping lists.

COASTAL LIVING 2011 editorial calendar*



September { SAVOR THE LAST OF SUMMER }

CLOSE: 7/1/11 ON SALE: 8/19/11

at a glance

ESCAPE FOR LESS
FALL DECORATING
DREAM TOWN

DESIGN AND DECORATING: *Play on Light*—In Washington's San Juan Islands, this stunning house is all about cozy spaces, windows that frame the views, and the architect's clever manipulation of light. Plus environmentally friendly building tips. *Colorful Rattan*—Editors' picks for furniture and housewares in a rainbow of shades.

TRAVEL AND LIFESTYLE: *Canada's Sunshine Coast*—Tiny towns and towering evergreens line British Columbia's Sunshine Coast where the seafood is fresh, water views are abundant, and the vitamin D is plentiful—even in the fall. *Let's Go Fly a Kite*—We round up the best kites for catching wind, plus our favorite beaches for flying. *Just back from...Martha's Vineyard*—Fewer crowds in the up-island area. *Dream Town*—Our latest discovery for a weekend (or forever). We visit Southport, NC. PLUS: finance tips from *MONEY* magazine's Amanda Gengler.

BEAUTY AND STYLE: *Blogging at the Beach*—We review our favorite blogs that are all about the seaside lifestyle (homes, travel and food).

COOKING AND ENTERTAINING: *Farm Stand Fabulous*—A casual get-together on Martha's Vineyard features a menu incorporating the season's freshest ingredients—all found at your local farmer's market. *Quick & Delicious*—Seared scallops with pink grapefruit brown butter, pink grapefruit caprese salad, pink grapefruit bellinis.

SPECIAL ADVERTISING SECTION: *Escape for Less*—Economy friendly travel packages



October { DESIGN & DECORATING ISSUE }

CLOSE: 8/5/11 ON SALE: 9/23/11

at a glance

COASTAL LIVING
ULTIMATE
BEACH HOUSE
AUTUMN IN MAINE
QUICK & DELICIOUS

DESIGN AND DECORATING: *Ultimate Beach House Special Section*—This year we're building a house in East Beach, a waterfront community in Norfolk, VA. Tons of decorating and building ideas for your home, no matter where you live. *Autumn in Maine*—This super traditional house is decked out for the season. Plus designer tips and tricks.

TRAVEL AND LIFESTYLE: *The Last Boat Maker*—In Massachusetts, the oldest continually operating boat shop in the country is still at it after 217 years of building handmade wooden dories and skiffs. *Just back from...Cape Cod*—Cozy inns, plus where to eat and what to do. *Outer Banks*—Explore North Carolina's shoreline like the locals do. A complete go-guide of where to stay, play, and eat, plus fun souvenirs to bring home. *Virginia Coast*—Fall in love with the crisp autumn tones, friendly locals, and quiet beaches—plus where to eat, stay, and play near the shore.

BEAUTY AND STYLE: *Funky Florals*—From your beach umbrella to the tote you carry, flower motifs are popping up everywhere.

COOKING AND ENTERTAINING: *Quick & Delicious*—Everything you need to know about cooking with salt. Includes types of salt and their best use. *Cooking with Wine*—Seasonal recipes using wine, plus the best varieties to serve with your fall menu.



November { COOKING & ENTERTAINING SPECIAL }

CLOSE: 9/2/11 ON SALE: 10/21/11

at a glance

SEASONAL RECIPES
SEA ISLAND STYLE
PLAN YOUR DREAM:
FINANCE TIPS

EVENT
MUSIC TO
YOUR MOUTH
(PALMETTO BLUFF, SC)

DESIGN AND DECORATING: *Sea Island Style*—A house in Georgia gives a nod to Mediterranean design with a tiled roof, arched windows, and unique tilework.

TRAVEL AND LIFESTYLE: *Dream Town*—Our latest discovery for a weekend (or forever). PLUS: finance tips from *MONEY* magazine's Amanda Gengler.

BEAUTY AND STYLE: Details to come.

COOKING AND ENTERTAINING: *The Original Thanksgiving*—The Pilgrims' historic feast was actually full of seafood. We share traditional recipes like oyster dressing and ways to lighten your meal with seafood.

Quick & Delicious—How to make your own spice rubs—mild, spicy, or one that works with everything. Plus how to package for gifts.



December/January { HOLIDAYS AT THE COAST }

CLOSE: 9/30/11 ON SALE: 11/18/11

at a glance

GIFT GUIDE
HOLIDAY
TRAVEL DEALS
SEASONAL DRINK
RECIPES

DESIGN AND DECORATING: *Gift Guide*—Our editors do your shopping for you with our annual roundup of the season's hottest products. *Deck the Halls*—This large Texas family pulls out all the stops for the holidays.

TRAVEL AND LIFESTYLE: *Holiday Travel Deals*—Stay for free, get a big discount, find fun freebies in your room—our annual list of seaside hotspots (including exclusive deals for *Coastal Living* readers!) will make your spirits bright! *Towns with Holiday Sparkle*—We visit Rockland, Maine, Capitola, California, and Beaufort, South Carolina for the season's most charming celebrations on the water.

BEAUTY AND STYLE: Details to come.

COOKING AND ENTERTAINING: *Vanilla*—This classic holiday ingredient, grown in gorgeous coastal locales like Hawaii and Madagascar, is great for savory and sweet recipes—we share both. *Toast the Season*—Champagne cocktails, plus a list of famous toasts to impress your friends.