



LIBRARY JOURNAL EDITORIAL CALENDAR

JANUARY

RESERVATIONS: 12/03/07
MATERIALS: 12/10/07

- **Bonus Distribution at ALA Midwinter, Philadelphia, Jan 11-14, 2008**
Aisle-By-Aisle Exhibitor Guide & Coupon Book (see separate close date)
- InfoTech Feature
- Librarian of the Year (plus a look back over 20 years)
- Best Audiobooks
- Library Budgets: Trends on the Spend
- Collection Development: Pregnancy
- NextGen
- Backtalk
- Review Highlights:** Mystery, SF, Spiritual Living, Graphic Novels and Self-Help. Computer Media and Computer Media Prepub at LibraryJournal.com.
- netConnect Supplement:** (see separate closing date)

APRIL 1

RESERVATIONS: 2/15/08
MATERIALS: 2/22/08

- **Bonus Distribution at TxLA, Dallas, April 15-18, 2008**
Aisle-By-Aisle Exhibitor Guide & Coupon Book (see separate close date)
Ad Performance Study
- Academic Libraries
- Automation Marketplace
- LJ Talks to the ALA President Candidates
- Collection Development: Gay Parenting
- Review Highlights:** Christian Fiction and Mystery. Computer Media Prepub at LibraryJournal.com.
- Best Seller List:** Mystery

FEBRUARY 1

RESERVATIONS: 12/21/07
MATERIALS: 12/28/07

- Best Small Library in America
- Reference Librarian for a Day
- Best Consumer Health
- Collection Development: Sustainability
- Review Highlights:** Mystery, Spring Baseball, Christian Fiction
- Best Seller List:** Spirituality

APRIL 15

RESERVATIONS: 3/03/08
MATERIALS: 3/10/08

- Best Reference
- InfoTech Feature
- Periodicals Price Survey
- Backtalk
- NextGen
- Review Highlights:** Poetry Showcase—National Poetry Month, Cookery, Fiber Crafts and Romance. Computer Media at LibraryJournal.com.
- netConnect Supplement:** (see separate closing date)

FEBRUARY 15

RESERVATIONS: 1/04/08
MATERIALS: 1/11/08

- Spring Announcements
- InfoTech Feature
- Redefining Readers' Advisory: The RA Conversation
- Library Book Buying Survey
- Backtalk
- NextGen
- Review Highlights:** Self-Help, Romance, Cookery, SF and Crafts. Computer Media at LibraryJournal.com.

MAY 1

RESERVATIONS: 3/14/08
MATERIALS: 3/21/08

- **Bonus Distribution at BEA, Los Angeles, May 29-June 1, 2008**
- BEA Preview
- Best Magazines
- Deprofessionalization: Pro or Con?
- Collection Development: U.S. Citizenship
- HDYM (How Do You Manage)
- Review Highlights:** Mystery, Spiritual Living, Magazines
- Best Seller List:** Pets & Pet Care

MARCH 1

RESERVATIONS: 1/18/08
MATERIALS: 1/25/08

- **Bonus Distribution at PLA, Minneapolis, March 25-29, 2008**
Aisle-By-Aisle Exhibitor Guide & Coupon Book (see separate close date)
- ParaProfessional of the Year
- PLA Preview: Minneapolis, March 25-29, 2008
- Best SciTech
- Collection Development: Budget Travel
- HDYM (How Do You Manage)
- Review Highlights:** Mystery, Spiritual Living, Magazines
- Best Seller List:** Small Press
- Movers & Shakers Yearbook Supplement:** (see separate closing date)

MAY 15

RESERVATIONS: 4/04/08
MATERIALS: 4/11/08

- **Bonus Distribution, SLA, Seattle, June 15-18, 2008**
- Database Marketplace
- SLA Preview
- Notable Government Documents
- Audio Shifts Gear
- InfoTech Feature
- Backtalk
- NextGen
- Review Highlights:** Self-Help, Interior Design, Graphic Novels and SF. Computer Media at LibraryJournal.com.
- Library By Design:** (see separate closing date)
LJ's tabloid-sized magazine devoted to library furnishings and interiors. Contact your rep for details on advertising and editorial coverage of your new library products, including how to participate in LJ's Library Make-Over.

MARCH 15

RESERVATIONS: 2/01/08
MATERIALS: 2/07/08

- InfoTech Feature
- Best Business Books
- Referenda
- Spring First Novelists
- NextGen
- Backtalk
- Review Highlights:** Graphic Novels, Art Instruction, Cookery and SF. Computer Media at LibraryJournal.com.

JUNE 1

RESERVATIONS: 4/18/08
MATERIALS: 4/25/08

- **Bonus Distribution: ALA, Anaheim, CA, June 26-July 2, 2008**
Aisle-By-Aisle Exhibitor Guide & Coupon Book (see separate close date)
Ad Performance Study
- ALA Summer National Conference Preview; Picks and Pans; Restaurant picks; Anaheim Highlights.
- Collection Development: Urban Fantasy
- Review Highlights:** Christian Fiction, Mystery, Do-It-Yourself
- Best Seller List:** Audio Books
- Criticas Supplement:** (see separate closing date)

JUNE 15

RESERVATIONS: 5/02/08
MATERIALS: 5/09/08

- **Bonus Distribution: ALA, Anaheim, CA, June 26–July 2, 2008**
 - **Library of the Year 2007**
 - **Redefining Readers' Advisory: Resource & Strategy Toolkit**
 - InfoTech Feature
 - NextGen
 - Backtalk
 - Special Libraries Focus
- Review Highlights:** Crafts, Cookery, SF and Romance. Computer Media at LibraryJournal.com.

OCTOBER 1

RESERVATIONS: 8/27/08
MATERIALS: 9/03/08

- **Ad Performance Study**
 - **New Roles**
 - **Fall First Novelists**
 - Collection Development: Universal Design
- Review Highlights:** Spiritual Living and Mystery. Computer Media Prepub at LibraryJournal.com.
- Best Seller List:** Art Books

JULY

RESERVATIONS: 6/02/08
MATERIALS: 6/09/08

- **PatronSpeak: The User on Life and the Library**
 - **Hot Titles for Fall (from Day of Dialog/BEA)**
 - InfoTech Feature
 - Collection Development: Soccer
 - Backtalk
 - NextGen
- Review Highlights:** Self-Help, Graphic Novels, Mystery, SF and Spiritual Living. Computer Media and Computer Media Prepub at LibraryJournal.com.
- Best Seller Lists:** Astrology
- netConnect supplement:** (see separate closing date)

OCTOBER 15

RESERVATIONS: 9/04/08
MATERIALS: 9/11/08

- **Placements and Salaries**
 - **PatronSpeak: The User on Life and the Library**
 - InfoTech Feature
 - Backtalk
 - NextGen
- Review Highlights:** Cookery, Crafts, Romance and SF. Computer Media at LibraryJournal.com.
- netConnect Supplement:** (see separate closing date)

AUGUST

RESERVATIONS: 7/07/08
MATERIALS: 7/14/08

- **The Future-Proof Library: 25 Big Ideas**
 - **Conference Reports**
 - InfoTech Feature
 - Collection Development: Home Decorating on a Budget
 - Backtalk
 - NextGen
- Review Highlights:** Romance, Mystery, Fiber Crafts and SF Computer Media at LibraryJournal.com.
- The annual GOLD BOOK:** (Poly-bags with August. See separate closing date)

NOVEMBER 1

RESERVATIONS: 9/19/08
MATERIALS: 9/26/08

- **Academic Libraries**
 - **Redefining Readers' Advisory**
 - Collection Development: Dog Training & Care
- Review Highlights:** Black History Month Preview, Christian Fiction, Mystery
- Best Seller List:** Parenting
- Criticas Supplement:** (see separate closing date)

SEPTEMBER 1

RESERVATIONS: 7/25/08
MATERIALS: 8/01/08

- **Fall Announcements**
 - **World Languages**
 - **Editors' Picks for Fall**
 - **PatronSpeak: The User on Life and the Library**
 - Collection Development: Mormonism
 - HDYM (How Do You Manage)
- Review Highlights:** Christian Fiction, Mystery, Breast Cancer Roundup, Do-It-Yourself, Magazines
- Best Seller List:** DVD/Video

NOVEMBER 15

RESERVATIONS: 10/03/08
MATERIALS: 10/10/08

- **A Day in the Life**
 - **LIS Educator of the Year**
 - InfoTech Feature
 - Special Libraries
 - Media: AV
 - Backtalk
 - NextGen
- Review Highlights:** Graphic Novels, Self-Help, SF, Cookery and Art Instruction. Computer Media at LibraryJournal.com.
- Reference Announcements supplement:** (see separate closing date)

SEPTEMBER 15

RESERVATIONS: 8/01/08
MATERIALS: 8/08/08

- **Politician of the Year**
 - InfoTech Feature
 - A Day in the Life
 - Backtalk
 - NextGen
- Review Highlights:** Self-Help, Interior Design, Cookery, Graphic Novels and SF. Computer Media at LibraryJournal.com.
- Library By Design:** (see separate closing date)
LJ's tabloid-sized magazine devoted to library furnishings and interiors. Contact your rep for details on advertising and editorial coverage of your new library products.

DECEMBER

RESERVATIONS: 11/03/08
MATERIALS: 11/10/08

- **Bonus Distribution: ALA Midwinter 2009, Denver, CO: Jan. 23–28**
 - **Architectural Issue**
 - **Best Books of 2008**
 - **ALA Midwinter Preview**
 - InfoTech Feature
 - Collection Development: Regional Gardening (Southwest)
 - Backtalk
 - NextGen
- Review Highlights:** Fiber Crafts, Mystery, SF, Cookery and Do-It-Yourself. Computer Media at LibraryJournal.com.
- Best Seller List:** Memoir

Special Edition Focus and Supplements

NETCONNECT	January	Close: 11/26/07	Materials: 12/3/07
	April	Close: 2/22/08	Materials: 2/29/08
	July	Close: 5/19/08	Materials: 5/26/08
	October	Close: 8/24/08	Materials: 8/31/08
2008 MOVERS & SHAKERS		Close: 1/28/08	Materials: 2/04/08
LIBRARY BY DESIGN	Spring	Close: 3/03/08	Materials: 3/10/08
	Fall	Close: 7/11/08	Materials: 7/18/08

REFERENCE ANNOUNCEMENTS	Close: 9/26/08	Materials: 10/03/08
2008-2009 GOLD BOOK	Close: 6/06/08	Materials: 6/13/08
AISLE-BY-AISLE EXHIBITOR GUIDE & COUPON BOOK	See reservation form for MIDWINTER, PLA, TXLA & ALA booklets	
CRITICAS	June 2008	Close: 4/18/08
	November 2008	Close: 9/19/08
		Materials: 4/25/08
		Materials: 9/26/08