BIC Magazine Production Plan

Milestones & Timelines for BIC Magazine Production

EDITION	YEAR	PHASE 1: Campaign Guidance & Creative Assets Needed	* SALES DEADLINE	PHASE 2: Creative Approvals & Camera-Ready Files Due
Jan/Feb	**2027**	Friday, November 6, 2026	Wednesday, November 11, 2026	Thursday, November 19, 2026
Mar/Apr	**2027**	Friday, January 15, 2027	Thursday, January 21, 2027	Friday, January 29, 2027
May/Jun	**2027**	Wednesday, March 17, 2027	Wednesday, March 24, 2027	Thursday, April 1, 2027
Jul/Aug	**2027**	Friday, May 14, 2027	Friday, May 21, 2027	Friday, May 28, 2027
Sep/Oct	**2027**	Wednesday, July 14, 2027	Friday, July 23, 2027	Thursday, July 29, 2027
Nov/Dec	**2027**	Wednesday, September 15, 2027	Wednesday, September 22, 2027	Wednesday, September 29, 2027
Jan/Feb	**2028**	Wednesday, November 10, 2027	Thursday, November 18, 2027	Friday, November 26, 2027

**Sales that close after Phase 1, please consult with Account Executive and Creative Production Manager regarding creative workflow and timeline.*

Phase 1 | We are seeking "**Guidance**" on how the client intends to use their scheduled space in the magazine (re: both ad and editorial content), and to receive any "**Creative Assets**" needed for BIC to produce their ad and/or editorial content.

- **Creative Assets** for **Ads** include design guidance, company logos, hi-resolution images, reference materials as design guidance, ad copy necessary to focus their ad theme and marketing intent. (Inventory List Email available to Client)
- **Creative Assets** for **Editorial** include Guest Articles, News Releases, reference editorial to be edited for character count.

Phase 2 | Phase 2 takes our Production Team into the "**Creative**" effort where new ads requested in Phase 1 are designed to order and/or editorial content is written/edited for space and theme. Phase 2 also allows client teams to complete their Camera-Ready work for submittal. This phase ends with **Final Approvals** on BIC Team's Creative efforts, or receipt of "**Camera-Ready**" assets as promised by the client.

For more information or questions, please contact
Chris Sartell, Creative Production Manager
csartell@bicalliance.com

BIC Magazine Production Plan

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BIC MAGAZINE
BUSINESS & INDUSTRY CONNECTION

Jan/Feb 2027

PHASE 1: Campaign Guidance & Creative Assets Needed
Friday, November 6, 2026

* SALES DEADLINE
Wednesday, November 11, 2026

PHASE 2: Creative Approvals & Camera-Ready Files Due
Thursday, November 19, 2026

Mar/Apr 2027

PHASE 1: Campaign Guidance & Creative Assets Needed
Friday, January 15, 2027

* SALES DEADLINE
Thursday, January 21, 2027

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, January 29, 2027

May/Jun 2027

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, March 17, 2027

* SALES DEADLINE
Wednesday, March 24, 2027

PHASE 2: Creative Approvals & Camera-Ready Files Due
Thursday, April 1, 2027

Jul/Aug 2027

PHASE 1: Campaign Guidance & Creative Assets Needed
Friday, May 14, 2027

* SALES DEADLINE
Friday, May 21, 2027

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, May 28, 2027

Sep/Oct 2027

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, July 14, 2027

* SALES DEADLINE
Friday, July 23, 2027

PHASE 2: Creative Approvals & Camera-Ready Files Due
Thursday, July 29, 2027

Nov/Dec 2027

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, September 15, 2027

* SALES DEADLINE
Wednesday, September 22, 2027

PHASE 2: Creative Approvals & Camera-Ready Files Due
Wednesday, September 29, 2027

Jan/Feb 2028

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, November 10, 2027

* SALES DEADLINE
Thursday, November 18, 2027

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, November 26, 2027

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