

# 2010 Advertising National Fisherman Planning Calendar

| Issue              | Special Feature/Highlight              | Tradeshow Advantage  | Important Dates    |                    |                    |
|--------------------|--|--|--------------------|--------------------|--------------------|
|                    |  |  | Ad Closing         | Materials Due      | Publication Date   |
| January*           | Best New Gear, Crew Shots              | International WorkBoat Show - New Orleans, Dec 2-4, 2009   | Nov. 2             | Nov. 9             | Nov. 25            |
| February           | Marine Power, Diesel Directory         |  | Dec. 4             | Dec. 11            | Dec. 30            |
| March*             | Processing                             | Mass. Lobstermen's Association - Hyannis, MA<br>Fish Canada/Workboat Canada, Moncton, NB<br>Yarmouth, NS, March 18-20, 2010<br>East Coast Commercial Fishermen's & Aquaculture Trade Expo - Ocean City, MD<br>Miami Int'l Boat Show, Feb 11-15, 2010 | Jan. 4             | Jan. 8             | Jan. 27            |
| April              | Yearbook, Coatings                     | Maine Fisherman's Forum - Rockport, ME, March 4-6, 2010<br>Int'l Boston Seafood Show- Boston March 14-16, 2010<br>Maine Boatbuilder's Show - Portland, ME  | Feb. 1             | Feb. 8             | Feb. 24            |
| May                | Safety/Training                        | ComFish - Kodiak, AK   | Mar. 1             | Mar. 8             | Mar. 24            |
| June               | Boatbuilding, Finance/ Insurance       |  | Apr. 2             | Apr. 9             | Apr. 28            |
| Pilot House Guide* |  | <a href="#">Port Section Ads</a> →   | Mar. 19<br>Mar. 12 | Mar. 26<br>Mar. 19 | Apr. 28<br>Apr. 28 |
| July*              | Fishfinders                            | Commercial Marine Expo - New Bedford, MA, June 9-10, 2010  | May 3              | May 10             | May 26             |
| August             | Deck Equipment                         |  | June 4             | June 11            | June 30            |
| September          | Navigation & Communication Electronics | Maine Boats, Homes, & Harbors Show Rockland, ME<br>Nor-Fishing 2010 - Trondheim, Norway  | July 2             | July 9             | July 28            |
| October*           | Propulsion                             | Fishermen's Fall Festival - Seattle<br>Working Waterfront Festival - New Bedford, MA   | Aug. 2             | Aug. 6             | Aug. 25            |
| November           | Fishing Gear                           | Ft. Lauderdale Boat Show, Ft. Lauderdale, Fla.   | Sep. 2             | Sep. 10            | Sep. 29            |
| December           | Pacific Marine Expo, Show Coverage     | North Atlantic Fish & WorkBoat Show St. John's, NL<br>Pacific Marine Expo - Seattle  | Oct. 4             | Oct. 8             | Oct. 27            |
| January '11*       | Best New Gear, Crew Shots              | International WorkBoat Show - New Orleans  | Nov. 1             | Nov. 8             | Nov. 24            |
| February '11       | Marine Power, Diesel Directory         |  |                    |                    |                    |

\* Special Advertising Section: Buyer's Guide