

TEXAS

HIGHWAYS

THE TRAVEL MAGAZINE OF TEXAS

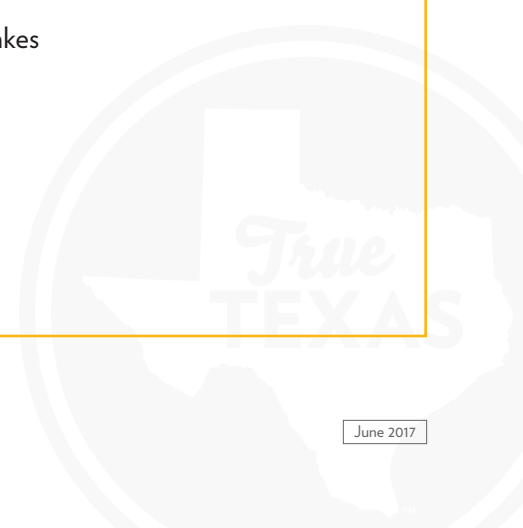


2017-18 Editorial Calendar

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SEPTEMBER	OCTOBER	NOVEMBER
Arts & Culture	Comfort Food	Unplug/Off the Grid/Nature
DECEMBER	JANUARY 2018	FEBRUARY
Texas-style Winter	Annual Bucket List	Cowboy/Wild West
MARCH	APRIL	MAY
Wildflowers	Outdoor Adventures	Summer Bucket List/Travel Planner
JUNE	JULY	AUGUST
Coastal	Rivers	Lakes

*Calendar Subject to Change



Departments

DRIVE

MADE IN TEXAS

The destinations, products, and people that make Texas, Texas.

TEXAS FAMILY

Whether you're on the road with young children, teenagers, or extended family, *Texas Family* helps direct readers to destinations, events, and activities that are appropriate for all kinds of travel companions.

SAVVY TRAVELER

Whether you're on a budget or simply looking for fresh travel ideas, *Savvy Traveler* is for you.

TEXAS WILD

Outdoors and adventurous travel destinations and activities.

SOUVENIR

Texas trinkets, roadside relics, and off-beat offerings.

DETOUR

Detour highlights places that even the most seasoned traveler may not be familiar with.

TEXAS TICKET

Texas Ticket showcases must-see shows, events, and exhibits.

PLATES

TRAVEL

Food-related travel destinations and activities from farm to table.

EAT

Exciting meals, trends, and chefs that will inspire you to make the trip.

DRINK

From classy cocktails to tasty hot chocolate, the drinks that define Texas.

SCENIC ROUTE

Scenic Route features a beautiful Texas vista each month with specific GPS coordinates, and a description of its location.

HIT THE ROAD

What are you doing for fun? *Hit the Road* highlights excursions that will inspire your next road trip, whether you've got an hour, a week, or a month to plan ahead.

TRUE TEXAS

Real Texas stories, born and bred. *True Texas* covers the people, places, and stories that shape our great state.

DAYTRIPPER WITH CHET GARNER

The adventures—and occasional misadventures—of Chet Garner, host of *The Daytripper*[®] travel show on PBS, as he travels around the Lone Star State.

TRAVEL MATTERS

Noteworthy Texans talk about their stories and share their picks for must-see destinations across the state.

SIGHTSEER

Go-See-Do-Activities every true Texan should experience.



Online & eNewsletters



TEXASHIGHWAYS.COM

In addition to supporting full, online versions of our magazine content, texashighways.com also acts as a one-stop resource for travelers around the state and country, and houses web-exclusive content, expanded sidebar stories, travel tips, recipes, and a comprehensive searchable statewide events calendar.

TEXAS HIGHWAYS EVENTS eNEWS

The *Texas Highways Events* eNewsletter, sent to more than 105,000 recipients in the middle of each month, provides in-depth event previews for happenings around the state beyond those highlighted in the magazine and the *Texas Highways Extra* eNewsletter.

TEXAS HIGHWAYS EXTRA eNEWS

The *Texas Highways Extra* eNewsletter is sent to more than 105,000 recipients at the end of each month with summaries of the month's feature stories, contests, and special features.



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