

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	2026	Friday, November 7, 2025	Wednesday, November 12, 2025	Thursday, November 20, 2025
Mar/Apr	2026	Friday, January 16, 2026	Thursday, January 22, 2026	Friday, January 30, 2026
May/June	2026	Wednesday, March 18, 2026	Wednesday, March 25, 2026	Thursday, April 2, 2026
Jul/Aug	2026	Friday, May 15, 2026	Friday, May 22, 2026	Friday, May 29, 2026
Sep/Oct	2026	Wednesday, July 15, 2026	Friday, July 24, 2026	Thursday, July 30, 2026
Nov/Dec	2026	Wednesday, September 16, 2026	Wednesday, September 23, 2026	Wednesday, September 30, 2026
Jan/Feb	2027	Wednesday, November 11, 2026	Thursday, November 19, 2026	Friday, November 27, 2026

**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

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Jan/Feb 2026

PHASE 1: Campaign Guidance & Creative Assets Needed
Friday, November 7, 2025

* SALES DEADLINE

Wednesday, November 12, 2025

PHASE 2: Creative Approvals & Camera-Ready Files Due
Thursday, November 20, 2025

Mar/Apr 2026

PHASE 1: Campaign Guidance & Creative Assets Needed
Friday, January 16, 2026

* SALES DEADLINE

Thursday, January 22, 2026

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, January 30, 2026

May/Jun 2026

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, March 18, 2026

* SALES DEADLINE

Wednesday, March 25, 2026

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

Jul/Aug 2026

PHASE 1: Campaign Guidance & Creative Assets Needed
Friday, May 15, 2026

* SALES DEADLINE

Friday, May 22, 2026

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday, May 29, 2026

Sep/Oct 2026

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, July 15, 2026

* SALES DEADLINE

Friday, July 24, 2026

PHASE 2: Creative Approvals & Camera-Ready Files Due
Thursday, July 30, 2026

Nov/Dec 2026

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, September 16, 2026

* SALES DEADLINE

Wednesday, September 23, 2026

PHASE 2: Creative Approvals & Camera-Ready Files Due
Wednesday, September 30, 2026

Jan/Feb 2027

PHASE 1: Campaign Guidance & Creative Assets Needed
Wednesday, November 11, 2026

* SALES DEADLINE

Thursday, November 19, 2026

PHASE 2: Creative Approvals & Camera-Ready Files Due
Friday November 27, 2026

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