2012 Public Relations Calendar

	January	February	March	April	May	June	July	August	September	October	November	December
Themes	Renewal and Wellness	Renewal and Wellness	Outdoor Adventure	Outdoor Adventure	Culinary & Wine Escapes	Culinary & Wine Escapes	Summer Escape/Family Travel	Summer Escape/Family Travel	Art & Harvest	Art & Harvest	Making Memories in Sedona	Making Memories in Sedona
Sedona Events	Chamber Music-Trio Appassionista salon	Sedona Marathon, Film Festival	St. Patrick's Day Parade, Fun Run	VV Birding and Nature Fest	Bluegrass Festival	Sedona Taste Dine in Sedona Restaurant Fest		Red Rocks Music Festival	Moonlight Madness, Fiesta del Tlaq, Celtic Festival, Fest. Nat. Culture, Sedona Wine Fest	Paint out on Main St, Plein Air Festival Uptown Trick or Treat, Fest. Nat. Culture, Jazz on the Rocks, Book Festival	Red Rock Fantasy	Red Rock Fantasy Festival of Lights Tree Lighting
	1st Fridays @ Gallery											
AZ Events (FYI only)	Fiesta Bowl, BCS Title game, PFC Marathon, Barrett Jack, Scottsdale Art Expo, Havasu Hot air Ballon Festival	WM Phoenix Open, AZ Renaisance Fest,	West of Western Culinary Festival/ Arizona Beer Festival, Spring Training	Scottsdale Fine Art Expo/ Glendale Jazz & Blues Festival, MS 100 Ride, VV Birding Fest, Warrior Dash, Womens Ultimate Expo	AZ Highways Travel Show, Awesome Arizona Motorcycle Tour	National Trails Day	Prescott Fronteir Days Oldest Rodeo	Coconino County Fair	AZ Restaurant Week	Womans Ultimate Expo	Ford Iron Man Triathalon	Celebrity Golf Invitational Phoenix Polar Express- Grand Canyon RR
Key Words/ Phrases	Fitness, Rejuvenation, Spiritual, Yoga, Meditation, Health, Spa	Fitness, Rejuvenation, Spiritual, Yoga, Meditation, Health, Spa	Awaken the Senses, Spring, Desert Flowers, Hiking, Biking, Backpacking, Adventures	Awaken the Senses, Spring, Desert Flowers, Hiking, Biking, Backpacking, Adventures	Romance, Local Food, Wineries, Wine Trail, Slow Food, Restaturants, Recipes	Romance, Local Food, Wineries, Wine Trail, Slow Food, Restaturants, Recipes	Family Fun, Cool Nights, Great Deals, Kids Activities, Creek Activities	Family Fun, Cool Nights, Great Deals, Kids Activities, Creek Activities	Performing arts, Artists, Galleries, Fall Colors, Mild temperatures, Events, Festivals, Cultural, Native American assets	Performing arts, Artists, Galleries, Fall Colors, Mild temperatures, Events, Festivals, Cultural, Native American assets	Holiday Events, Festivals, Celebrations, Destination Weddings, Anniversaries, Corporate Events/Meetings	Holiday Events, Festivals, Celebrations, Destination Weddings, Anniversaries, Corporate Events/Meetings
Story Ideas	Spas, Yoga, Meditation, New Year Resolutions	Run in the Red Rocks, Girlfriend Getaways, Personal Rejuvenation, Romance in Sedona	Hiking in Spring, Desert in Bloom, Outdoor Adventure	Spring break, Family activities, Outdoor Rec. sightseeing, attractions	Art & Architecture / Luxury Homes, Water, Wine & Dine, Girlfriend Getaways	World class dining/chefs, Sedona Style Foods, Local Grown, Girldfriend Getaways	Value deals / family trips / cool evenings / water activities, Westerns, Cowboys	Value deals / cool evenings / water activities, Escape to Sedona	Fall Colors, Fall Harvest of Grapes at Wineries, Artists at Work, Friend getaways	Fall Colors and Art abounds, Best Weather, Best Views, Best Trip	Spirit of the Holidays, Unique gift ideas, only in Sedona, Anniversaries, Honeymoon, Engagement	Holiday Deals, Local Holiday Recipes, Unique gift ideas, only in Sedona, Anniversaries, Honeymoon, Engagement
Editorial Calendar	Marie Claire- Self Travel, Spa Magazines, Spirituality & Health- New Year, New You, Mens Journal,Train Runner, Running Times, Health & Fitness, Shape	Road & Travel- Romantic Getaways, San Diego City Beat- Family Travel, Womens Magazine,	Bon Appetit- Travel Issue, New York Post- Spring Travel, Chicago Parent- Travel, Phil. Daily News- Spring & Summer Travel	New York Magazine- Travel, Ritz Carlton Mag- Spas, Shape- Summer getaways, Pitts. Post- Summer Travel	Denver Post- Summer Escapes, Destinations Mag- Southwest Travel, Jet Magazine (Chicago)- Destinations, Sunset, Wine & Dine, Dining Out,	Newsweek International Europe- Global Travel, San Diego Family Mag.- Summer Adventures, Town & Country,	Chicago Magazine- Travel, San Diego Tribune- Summer Travel, LA Times- Summer in the West, Natl. Geo Traveler- Family Vacations, Always Busy Woman	GQ- Travel, New York Times- Travel, Spa Mag. Online- Spa Destinations, US Airways Mag- Spas	Chicago Magazine- Spa Travel, Women's Adventure- Running and Travel, Women & Wine- Travel and Wine Harvest, Delta Sky- Fall Travel	Spa Life- Spa Travel, The Adventure Life- Fall Travel, Cowboys & Indians- Fall Travel, Art & Holidays, Washington Post- Holiday Travel	Brides- Destination Travel, US Airways Mag.- Holiday Travel, Natl. Geo Traveler- Hotels We Love, Romantic Traveler,	Vacations Magazine- Holiday Events, New Year Travel, Road & Travel- Holiday Guide
Target Publications	Travel, Leisure, Lifestyle, Fitness,	Travel, Leisure, Lifestyle, Women's Travel, Fitness, Spiritual	Travel, Leisure, Lifestyle, Outdoor Adventure including Biking, Mountain Climb, Hiking, Rafting	Travel, Leisure, Lifestyle, Spa, Adventure, Family Travel	Travel, Leisure, Lifestyle, Wine & Culinary, Arts & Culture	Travel, Leisure, Lifestyle, Wine & Culinary, Arts & Culture	Travel, Leisure, Lifestyle, Summer, Family Fun, Deals & Discounts	Travel, Leisure, Lifestyle, Summer Deals & Discounts	Travel, Leisure, Lifestyle, Arts & Culture, Food & Wine	Travel, Leisure, Lifestyle, Art, Culture, Food & Wine	Travel, Leisure, Lifestyle, Art, Culture, Holiday Travel	Travel, Leisure, Lifestyle, Art, Culture, Holiday Travel
Target Markets	CA, AZ, NV,NY, TX, IL, CO, UK,Europe, Canada	CA, AZ, NV, NY, TX, IL, CO, UK, Europe, Canada	CA, AZ, NV,NY, TX, IL, CO, UK, Europe, Canada	CA, AZ, NV, NY, TX, IL, CO, UK, Europe, Canada	CA, AZ, NV, NY, TX, IL, CO, UK, Europe, Canada	CA, AZ, NV, NY, TX, IL, CO, UK, Europe, Canada	CA, AZ, NV, NY, TX, IL, CO, UK, Europe, Canada	CA, AZ, NV, NY, TX, IL, CO, UK, Europe, Canada	CA, AZ, NV, NY, TX, IL, CO, UK Europe, Canada	CA, AZ, NV, NY, TX, IL, CO, UK, Europe, Canada	CA, AZ, NV, NY, TX, IL, CO, UK, Europe, Canada	CA, AZ, NV,NY, TX, IL, CO, UK, Europe, Canada
Media Events				National Tourism Week TIA's Powwow media event				Vancouver Media Marketplace			Torronto Media Marketplace New York Media Marketplace	
High Impact Insertions	Conde Naste, Travel & Leisure, NY Times, Denver Post, Chicago Tribune, AZ Republic, San Diego Union Tribune, Lux. Travel Advisor, Natl. Geo, Backpacker, BH & Garden, Midwest Living, Phoenix Magazine, USA Today, Houston Chronicle, AmericanStyle, Outside, Wall Street Journal											