



2005 EDITORIAL CALENDAR

July

Issue Theme: Travel

FETCH explores some of the best nearby destinations for you and your dog to enjoy together.

Special Promotional Section

Dog-friendly inns, wineries and dining

August

Issue Theme: Volunteering

Inspirational stories about the joys and rewards of community service with animals.

September

Issue Theme: Back to School

The ABCs of training: elementary through performance sports

Special Promotional Section

Trainers and Schools Resource Guide

October

Issue Theme: Healing & Hope

FETCH explores healing, disease, and terminal illness in pets: how humans can help as well as cope

November

Issue Theme: Service Dogs

Meet some famous, or not-yet-famous, dogs making the world a better place.

Special Promotional Section

Holiday Gift Guide

December

Issue Theme: Stories from the Heart

Sit down by the fire with your furry friends and read inspirational stories together.

Note: Editorial Calendar subject to change.