

VISIT SACRAMENTO  
2020 EDITORIAL CALENDAR

**2020 Leisure Editorial Calendar\***

	<b>Key Content Types</b>	<b>Campaign</b>
<b>January</b>		
<b>February</b> Valentine's Day and Spring Travel	B, LP, V, N, S	Spring Travel
<b>March</b> Sports and continuing Spring Travel	B, LP, V, N, S	Spring Travel
<b>April</b> Photography Month (and how/where to get great photos)	B, LP, N, S	
<b>May</b> Bike Month/Outdoor Activities	B, V, N, S, P	Outdoor/Wellness
<b>June</b> Family-Friendly and Summer Travel	B, LP, V, N, S, VG, P	Plan for Summer
<b>July</b> Farm to Fork and Summer Travel	B, LP, V, N, S, P	Plan for Summer/Farm to Fork
<b>August</b> Beer & Wine	B, LP, V, N, S, P	Food/Attractions/Road Trip
<b>September</b> Farm to Fork	B, LP, V, N, S, P	Farm to Fork Events
<b>October</b> Fall Travel	B, LP, V, N, S	Fall in Sacramento; Outdoor/Wellness
<b>November</b> Local Makers/Artisans/Shop Local	B, LP, V, N, S, P	Holiday
<b>December</b> Holiday Travel/Things To Do	B, LP, V, N, S	Holiday

**KEY:**  
B = Blog Post  
LP = Landing Page  
V = Video  
N = Newsletter  
S = Social  
P = Podcast