

Westways



Circulation:
5,100,000
Audience:
12,240,000

In Every Issue

The Weekender: Cool towns and neighborhoods in SoCal

Out & About: Places to go and things to see, near and far

Bon Appetit: Reviews of exciting restaurant and food trends

Ask the Traveler: Advice from a well-traveled expert

My SoCal Life: Personal essays about life in Southern California

Feature Stories: Leading writers wax lyrical about travel, food, and culture

Stand-Out Photography: Top travel photographers capture vivid images from around the globe

Drive Smart: News you can use from an award-winning automotive journalist

Smart Coverage: Insurance topics to help inform readers about trends

Things to Do: Listings of free and ticketed events in SoCal

Print Editorial Calendar*

FEATURE

**FEB
MAR
APR**

Route 66: In honor of the Mother Road's 100th anniversary, we're driving from Chicago to L.A. to understand what this uniquely American experience can teach us about ourselves.

Close: 12/1/2025 | **Materials:** 12/8/2025 | **In Home:** 1/24/2026

FEATURE

**MAY
JUN
JUL**

Pushing the Limits: Take your vacation to the next level. In our collection of personal travel tales, writers trek across the globe to learn new skills and test their mettle.

Close: 3/2/2026 | **Materials:** 3/9/2026 | **In Home:** 4/23/2026

FEATURE

**AUG
SEP
OCT**

Colorado Hot Springs: Set amid majestic mountain vistas, the Centennial State's mineral-rich hot springs provide unrivaled relaxation—and a solid excuse for a road trip.

Close: 5/26/2026 | **Materials:** 6/2/2026 | **In Home:** 7/23/2026

FEATURE

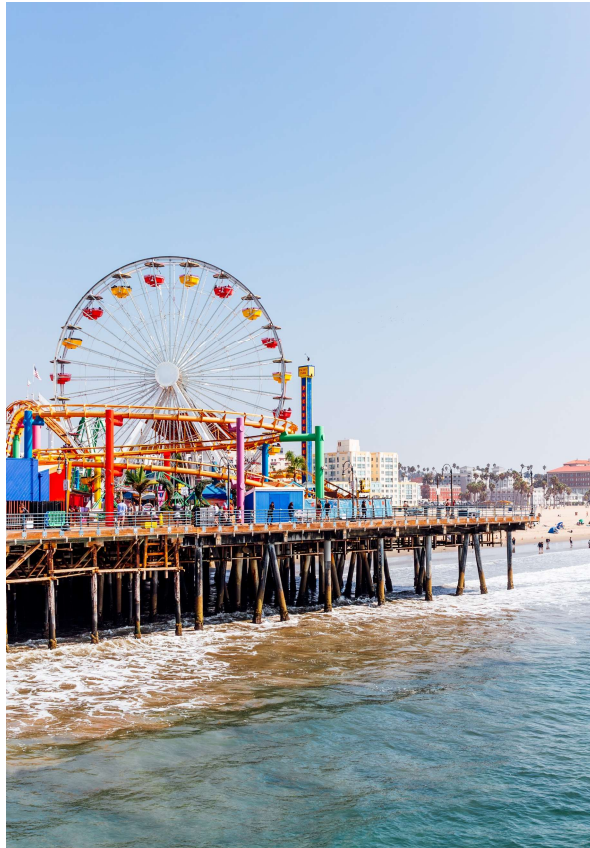
**NOV
DEC
JAN**

Whoa, Canada: From witnessing the Aurora Borealis atop a frozen lake to slumbering in a hotel made of ice, we're detailing 10 one-of-a-kind experiences in each province.

Close: 9/1/2026 | **Materials:** 9/9/2026 | **In Home:** 10/24/2026

*Deadlines subject to change, effective 9/19/2025

Print Ad Dates & Requirements



AD CLOSE DATES

Feb/Mar/Apr

Space Close:

12/1/2025

Materials Due:

12/8/2025

In-Home Date:

1/24/2026

May/Jun/Jul

Space Close:

3/2/2026

Materials Due:

3/9/2026

In-Home Date:

4/23/2026

Aug/Sep/Oct

Space Close:

5/26/2026

Materials Due:

6/2/2026

In-Home Date:

7/23/2026

Nov/Dec/Jan

Space Close:

9/1/2026

Materials Due:

9/9/2026

In-Home Date:

10/24/2026

PRINT AD REQUIREMENTS

- Ads must be submitted as a PDF/X1a
- File must be flattened prior to saving as a PDF/X1a
- File must be high resolution (300 dpi)
- CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300
- Fonts should be embedded
- Trim, bleed and center marks must be 4color Registration
- All marks including (trim, center, and color bars) must be outside of the bleed area with offset at .1667 inch

All print ads must be uploaded to
<https://acepubs.sendmyad.com>

Please be sure that your advertisement is created to specifications prior to uploading. Your first upload on <https://acepubs.sendmyad.com> is FREE. Additional ad uploads may incur additional production charges.

Production questions? Contact Lorraine McCraw • 714-885-2383 • mccraw.lorraine@ace.aaa.com