

CHEERS@HOME SPRING

- Holidays: St. Patrick's Day, Easter
- Spirit Reviews: Vodka
- Wine Reviews: Old World
- On the Road: Kentucky
- Seasonal Sips
- What I'm Drinking Now
- Meet the Mixologist
- Tips from the Trade
- New & Noteworthy Products

Ad Close: **Feb. 6, 2026**

Ad Material Due: **Feb. 13, 2026**

Deployment Date: **Feb. 26, 2026**

CHEERS@HOME SUMMER

- Holidays: Cinco de Mayo, America's 250th
- Spirit Reviews: Rum
- Wine Reviews: Under \$30
- On the Road: Napa and Sonoma
- Seasonal Sips
- What I'm Drinking Now
- Meet the Mixologist
- Tips from the Trade
- New & Noteworthy Products

Ad Close: **Apr. 6, 2026**

Ad Material Due: **Apr. 13, 2026**

Deployment Date: **Apr. 23, 2026**

CHEERS@HOME FALL

- Holidays: Halloween
- Spirit Reviews: Scotch
- Wine Reviews: American Wines
- On the Road: Scotland
- Seasonal Sips
- What I'm Drinking Now
- Meet the Mixologist
- Tips from the Trade
- New & Noteworthy Products

Ad Close: **Aug. 17, 2026**

Ad Material Due: **Aug. 24, 2026**

Deployment Date: **Sept. 3, 2026**

CHEERS@HOME WINTER

- Holidays: Christmas, New Year's
- Spirit Reviews: Cordials
- Wine Reviews: Best of 2026
- On the Road: Caribbean
- Seasonal Sips
- What I'm Drinking Now
- Meet the Mixologist
- Tips from the Trade
- New & Noteworthy Products

Ad Close: **Nov. 2, 2026**

Ad Material Due: **Nov. 9, 2026**

Deployment Date: **Nov. 19, 2026**