

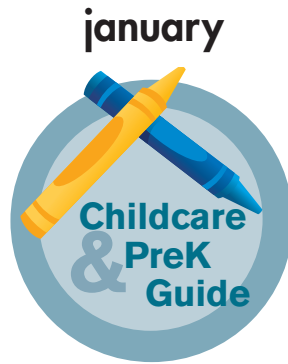
GUIDE LISTINGS: Ask about our online year-round special guide listings! For about \$8 a month, you can put your business in front of our online readers searching for local family resources! Plus, your listing will appear in print for that special guide — FREE.

WHY ADVERTISE IN SPECIAL SECTIONS? Special sections create marketplaces within the magazine to draw targeted audiences. They tie to a specific time of the year or theme and are supported with editorial content to make your advertising more relevant to the reader. Special sections typically have a longer shelf life and tie your brand to the community you serve. Offered at discounted rates, this is a great way to get results.

76% of readers rank special sections as a valuable part of the magazine!

ReadexResearch, PPA Survey 2009 National Reader Profile Study

Get results by advertising in our special guides!



Advertising deadlines

JANUARY
Tuesday, Dec. 15, 2009

FEBRUARY
Wednesday, Jan. 20, 2010

MARCH
Wednesday, Feb. 17, 2010

APRIL
Wednesday, March 17, 2010

MAY
Wednesday, April 21, 2010

JUNE
Wednesday, May 19, 2010

JULY
Wednesday, June 16, 2010

AUGUST
Wednesday, July 21, 2010

SEPTEMBER
Wednesday, Aug. 18, 2010

OCTOBER
Wednesday, Sept. 15, 2010

NOVEMBER
Wednesday, Oct. 20, 2010

DECEMBER
Tuesday, Nov. 16, 2010

JANUARY 2011
Tuesday, Dec. 21, 2010