

# 2012 EDITORIAL CALENDAR

WITH SPECIAL ADVERTISING FEATURES

# Chicago

## ISSUE

### JANUARY

SAF Close: November 7  
Ad Close: November 14  
Newsstand: December 15

### FEBRUARY

SAF Close: December 5  
Ad Close: December 14  
Newsstand: January 19

### MARCH

SAF Close: January 9  
Ad Close: January 18  
Newsstand: February 16

### APRIL

SAF Close: February 6  
Ad Close: February 15  
Newsstand: March 15

### MAY

SAF Close: March 5  
Ad Close: March 14  
Newsstand: April 12

### JUNE

SAF Close: April 9  
Ad Close: April 18  
Newsstand: May 17

## EDITORIAL FEATURES

- Top Doctors
- Chicagoans of the Year
- Travel: Wintertime Getaways

- Ultimate Drinker's Guide to Chicago
- Best of Beauty/Grooming

- Most Powerful Chicagoans
- Spring Fashion for Men and Women
- Sports

- Real Estate/Home Improvement Guide
- Green Awards
- Comedy in Chicago

- Best New Restaurants
- Summer Fashion

- Great Summer Getaways
- Health and Fitness Guide
- Summer Music Preview

## SPECIAL AD FEATURES

- Professional Profiles\*
- Finest Hospitals
- Chicagoland Dental Profiles\*
- Higher Learning
- Classifieds: Wedding Planner

- Auto Show\*
- Super Lawyers
- Classifieds: Health & Wellness

- Fashion Look Book
- Great Museums, Culture, and Entertainment
- Chicagoland Cosmetic Surgery Profiles\*
- Classifieds: Premier Realtors
- Classifieds: Wedding Planner

- Bring It Home insert
- Classifieds: B & B, Inn, & Resort Guide
- Classifieds: Health & Wellness

- Midwest Travel Guide\*
- Classifieds: Health & Wellness
- Classifieds: Midwest Getaways

- Ultimate Guide to Summer\*
- Classifieds: Summer Getaways
- Classifieds: Pet Place
- Reader Rewards: Travel, Home

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## ISSUE

### JULY

SAF Close: May 7  
Ad Close: May 16  
Newsstand: June 14

### AUGUST

SAF Close: June 4  
Ad Close: June 13  
Newsstand: July 12

### SEPTEMBER

SAF Close: July 9  
Ad Close: July 18  
Newsstand: August 16

### OCTOBER

SAF Close: August 6  
Ad Close: August 15  
Newsstand: September 13

### NOVEMBER

SAF Close: September 4  
Ad Close: September 12  
Newsstand: October 11

### DECEMBER

SAF Close: October 8  
Ad Close: October 17  
Newsstand: November 15

## EDITORIAL FEATURES

- Home Design
- Warm-Weather Fun Guide
- Most Eligible Chicagoans

- Best of Chicago
- Innovations to Make Chicagoans Even Better
- Summer Food

- Fall Fashion for Men and Women
- Education Guide
- Fall Weekend Getaways

- The Money Issue
- Fall Culture Guide
- Sports

- Food and Dining Extravaganza
- Winter Fashion
- Great Chicago-Area Hotels

- Your Best Holiday Ever
- Chicagoans of the Year
- Guide to Year-End Giving
- Holiday Gift Guide

## SPECIAL AD FEATURES

- Classifieds: Single's Guide

- Top Law Firms\*
- Chicagoland Dental Profiles\*
- Finest Hospitals
- Professional Profiles\*
- Classifieds: Premier Realtors
- Reader Rewards: Home, Adult Education

- Bring It Home insert
- Fashion Look Book
- Chicagoland Cosmetic Surgery Profiles\*
- Classifieds: B & B, Inn, & Resort Guide
- Reader Rewards: Travel, B&B, Great Museums, Culture, and Entertainment

- Great Museums, Culture, and Entertainment
- Hawaii Destinations
- 5-Star Premier Realtors
- Classifieds: Health & Wellness
- Classifieds: Premier Realtors
- Classifieds: Wedding Planner
- Reader Rewards: Home, Travel

- 5 Star Wealth Management
- Watch Out
- Gadget Guide
- Classifieds: Holiday Planner

- 'Tis the Season
- Holiday Fresh Finds
- Skiscapes
- Classifieds: Health & Wellness
- Classifieds: Antique Showcase