

KIDS.
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2012
Editorial Calendar



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Print

Directories/Special Sections

JANUARY **Big Baby Annual Issue**

Everything to raise a happy baby, from nutrition to products to infant names

Feature: Top pediatricians and OB/GYNs

- Hospitals/Healthcare Clinics
- Top Pediatricians & OB/GYNs
- Baby Equipment/Services
- Education, Enrichment & Sports

MATERIALS DEADLINE: December 13

DISTRIBUTION: January 1

FEBRUARY **The YOU Issue**

Mom's are today's superstars; 25 ways to make her happier and healthier

Feature: Back to college for parents: advance careers and passions

- Wellness & Pampering
- Career Advancement
- Education
- Enrichment & Sports

MATERIALS DEADLINE: January 17

DISTRIBUTION: February 1

MARCH **Summer Camps & Activities Annual Issue**

The best in camp news, programs and destinations for your child this summer

Feature: How to plan the ultimate family vacation

- Camps & Activities
- Spring Family Fun & Travel
- Swim Schools & Water Safety

MATERIALS DEADLINE: February 14

DISTRIBUTION: February 29

APRIL **Shining Students Annual Issue**

Remarkable students who set the standards on their campuses

Feature: How to plan the best children's party ever!

- Camps & Activities
- Swim Schools & Water Safety
- Party Planning

MATERIALS DEADLINE: March 13

DISTRIBUTION: March 28

MAY **The Modern Mom Issue**

Real moms share their secrets to successfully running a family

Feature: Personal finance and today's family; tips to reaching your goals

- Banks, Wealth & Financial Planners
- Wellness & Pampering
- Camps & Activities
- Swim Schools & Water Safety

MATERIALS DEADLINE: April 17

DISTRIBUTION: May 2

JUNE **Summer Sizzle Annual Issue**

The most fun ever for families—activities, community events and destinations

Feature: The magic of Disneyland for kids and parents

- Camps & Activities
- Swim Schools & Water Safety
- Summer Family Fun & Travel

MATERIALS DEADLINE: May 15

DISTRIBUTION: May 30

Print

Directories/Special Sections

JULY **Sports & Kids Issue**

Why youth sports dominate our lives and pocketbooks

Feature: The joys and realities of a special-needs child

- Enrichment & Sports
- Education
- Summer Family Fun & Travel

MATERIALS DEADLINE: June 12

DISTRIBUTION: June 27

AUGUST **Back-to-School Annual Issue**

Teaching more with less and how parents are essential to a great education

Feature: Technology and today's child

- Education
- Enrichment & Sports
- School Fashion & Accessories

MATERIALS DEADLINE: July 17

DISTRIBUTION: August 1

SEPTEMBER **Family Wellness Annual Issue**

Happiness begins with health—25 ways to find it and maintain it

Feature: The value of a Montessori education

- Hospital/Healthcare Clinics
- Wellness & Pampering
- Montessori Schools
- Party Planning

MATERIALS DEADLINE: August 14

DISTRIBUTION: August 29

OCTOBER **The Literacy Issue**

The power of reading and why it is the key to a child's future

Feature: All about dads and their role in today's family

- Banks, Wealth & Financial Planners
- Career Advancement
- Fall Family Fun & Travel

MATERIALS DEADLINE: September 11

DISTRIBUTION: September 26

NOVEMBER **Best Neighborhoods Annual Issue**

Our readers select the best neighborhoods to raise a family

Feature: Charity begins at home—a guide to family giving

- Charities That Matter
- Winter Family Fun & Travel
- Holiday Retail

MATERIALS DEADLINE: October 16

DISTRIBUTION: October 31

DECEMBER **Big, Big Holiday Annual Issue**

'Tis the season, from toys to fashion to remembering the true meaning of giving

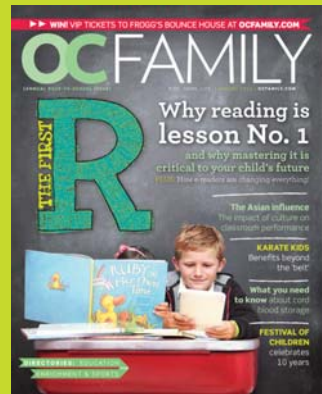
Feature: Finding the right school for your children

- School Open House
- Winter Family Fun & Travel
- Holiday Retail

MATERIALS DEADLINE: November 14

DISTRIBUTION: November 29

*Dates and topics are subject to change



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