

## 2009 PLANNING CALENDAR

**READERSHIP:** 164,000 Capital Region Residents  
**DISTRIBUTION LOCATIONS:** Over 500 high traffic locations including Price Chopper and Hannaford Stores.  
**WAITING ROOMS:** Complimentary subscription for doctors, dentists, lawyers, large auto dealerships, real estate offices and more.

AS-Advertising Section (Maximum 250 words of editorial)



### January

COVER STORY

- Winter Weekend Getaways

FEATURES

- Health & Wellness
- Health & Wellness
- Home Furnishings & Accessories

### April

COVER STORY

- Lawn & Garden

FEATURES

- Women Owned Businesses
- Men's Health
- Jewellery

### July

COVER STORY

- American Summer

FEATURES

- Locally Owned Businesses
- Summer Trips
- Technology
- Antiques & Collectibles

### October

COVER STORY

- Best Doctors

FEATURES

- Fall into the season
- Home Improvement
- Salons/Spas
- Chef Profiles

### February

COVER STORY

- Home Improvement

FEATURES

- Locally Owned Businesses
- Senior Living
- Education

### May

COVER STORY

- Best Of The Capital Region

- Senior Living
- Education
- Arts & Crafts

### August

COVER STORY

- Fall Fashion

FEATURES

- Saratoga
- New In Town
- Senior Living
- Education

### March

COVER STORY

- Capital Region Achievers

FEATURES

- Boating/Auto
- Arts & Theatre
- Successful People
- Women's Health
- Dentists

### June

COVER STORY

- Baby Boomers

FEATURES

- Party/Wedding/Celebrations
- Home Improvement
- Bed & Breakfasts/Inns
- Women's Health
- Floral

### September

COVER STORY

- Food/Entertaining

FEATURES

- Dining Out
- Women's Health
- Bridal



## Grand Holiday Issue

### November/December

COVER STORY

- Holiday Cheer

FEATURES

- Victorian Stroll ■ Holiday Gift Guide
- Senior Living • Education • Women's Health
- Holiday Dining Guide

*\*Editorial subject to change.*

**In each issue** • Wine • Fitness • Parenting • Real Estate • Travel • Relationships  
 • Body, Mind & Spirit • Arts & Entertainment • Last Page • Book/Restaurant Reviews

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