

2021 EDITORIAL CALENDAR



PUB DATE	THEME	DIRECTORIES	SPECIAL ADVERTISING SECTION & SPOTLIGHT	SALES DEADLINE	CAMERA READY ADS DUE
JANUARY	Camps, Indoor Fun	Overnight Camps		December 16	December 18
FEBRUARY	Camps and Summer Programs Valentine's Day	Camps and Summer Programs, Open House Dates	School Open Houses Spotlight on Camps	January 13	January 15
MARCH	Youth Arts Education	Camp, Family Entertainment	Camps	February 10	February 12
APRIL	Health & Fitness/Sports Easter & Passover Events	Sports, Camp	Spotlight on Camps Spotlight on Dentists/Orthodontists	March 10	March 12
MAY	Party Mother's Day	Party		April 14	April 16
JUNE	Summer Fun with Expanded Calendar Pregnancy Father's Day	Pregnancy Guide	Spotlight on OB/GYN & Pediatrics	May 12	May 14
JULY	Special Needs	Special Needs	Spotlight on Special Needs	June 16	June 18
AUGUST	Back-to-School	Open House Dates, Back-to-School Guide, Medical, Aftercare		July 14	July 16
SEPTEMBER	Education The Arts Dance Theatre	Arts, Open House Dates, Education Guide	Spotlight on Preschool	August 11	August 13
OCTOBER	Private Schools Halloween Happenings Mom Health	Private Schools	Spotlight on Arts & Education	September 16	September 18
NOVEMBER	Preschool and Day Care Santa Sightings Charitable Giving Readers Choice	Open House Dates	Spotlight on Preschool	October 13	October 15
DECEMBER	Holiday Happenings Gift Guide Charitable Giving Family Health	Holiday Gift Guide		November 10	November 12

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Please submit ad materials
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All themes subject to change.