

2008

THE SATURDAY EVENING POST

Editorial & advertising Calendar

JANUARY/FEBRUARY:

- National Heart Month: Larry King
- Focus on Glaucoma
- Home Improvement-How to Hire a Good Contractor
- Financial Advice
- Valentine's feature + Winter Recipes + Whole Grains
- Healthcare Issues
- Craft Corner-Sewing
- Exercise & the Brain + Dancing for Fun and Fitness
- Talking Technology-Digital Photos

advertising Calendar

SPACE CLOSE 11.2.07

AD MATERIALS DUE 11.9.07

In home DATE: 1.2.08

MARCH/APRIL:

- Colon Cancer Awareness Month
- Men's Fitness + Foot Health + Easing Back Pain
- Aging in Place + Multiple Sclerosis
- The Secrets to Good Sleep
- Train Travel + Pet Feature + Spring Recipes
- Home Improvement Preparing the Garden
- Talking Technology-Tips on Buying a New Computer

SPACE CLOSE 1.7.08

AD MATERIALS DUE 1.14.08

In Home DATE: 2.26.08

MAY/JUNE:

- Asthma and Allergy Awareness-Strokes
- Preventing Skin Cancer
- Golf Tips + Pilates
- Boning Up on Osteoporosis
- Bone Health Exercises
- Home Improvement- What to Look for in Home Alarm Systems
- Financial Advice + Pets
- Talking Technology

SPACE CLOSE 3.10.08

AD MATERIALS DUE 3.17.08

In home DATE: 4.29.08

JULY/AUGUST:

- Migraine: Headache Relief + Psoriasis
- Alzheimer's disease
- Prostate Cancer
- Home Improvement-Conquering Clutter
- Summer Salads + Craft Corner
- Financial Advice + Pets
- Craft Corner
- Bowling for Fitness
- Talking Technology-Exercise Equipment

SPACE CLOSE 5.12.08

AD MATERIALS DUE 5.19.08

In home DATE: 7.1.08

SEPTEMBER/OCTOBER:

- National Cholesterol Education Month
- Focus on Breast Cancer + Dental Hygiene
- Celebrating Summer Harvest Recipes
- Gastro Esophageal Reflux
- Home Improvement
- Talking Technology

SPACE CLOSE 7.14.08

AD MATERIALS DUE 7.21.08

In Home DATE: 9.2.08

NOVEMBER/DECEMBER

- Alzheimer's disease
- National Diabetes Month
- Classic Post fiction
- Holiday Recipes
- Gift Ideas
- Winter Workouts
- Financial Advice
- Talking Technology

SPACE CLOSE 9.8.08

AD MATERIALS DUE 9.15.08

In Home DATE: 10.28.08

