

2012 CONTENT CALENDAR

EVERY MONTH

Habitat: Home Trends, House of the Month, Dining In, How-To Guide • Health Business: Columns • Travel • Scenes • Madison Datebook • Shopping & Style Arts & Entertainment: Dining Out, Hip Sips, Off the Vine • Hot Off The Shelf



MONTH	EDITORIAL FEATURES	ADVERTISING SECTIONS	PUBLIC EVENTS & SPECIAL MARKETING OPPORTUNITIES
January 2012 THE DIGITAL ISSUE Space Close: 3p.m. Nov 8 Materials Due: Nov 11 Issue Mails: Dec 15	<ul style="list-style-type: none"> • Best of Madison Business • Madison Magazine Goes Digital • Health: Healthcare Technology • Travel: Winter getaways • Habitat: Room of the month • Spectrum Magazine 	<ul style="list-style-type: none"> • Super lawyers • Spectrum Magazine • Business Briefcase: Technology/Tech Careers • Habitat Handbook: Exteriors & Windows • Living Well: Fitness & Weightloss 	<ul style="list-style-type: none"> • Best of Madison Business Awards • Winter Restaurant Week
February 2012 Space Close: 3p.m. Dec 8 Materials Due: Dec 12 Issue Mails: Jan 19	<ul style="list-style-type: none"> • Best of Madison Ballot • Singles • Health: Diet myths • Travel: Quiet retreats • Habitat: Home feature 	<ul style="list-style-type: none"> • Business Briefcase: Education • Living Well: Cosmetic & Elective Procedures • Habitat Handbook: Furniture 	<ul style="list-style-type: none"> • Singles Mixer
March 2012 Space Close: 3p.m. Jan 10 Materials Due: Jan 13 Issue Mails: Feb 16	<ul style="list-style-type: none"> • Top Burgers • Health: Sexual health and infertility • Travel: Florida • Habitat: Room of the month 	<ul style="list-style-type: none"> • Business Briefcase: Legal & Professional Services • Living Well: Eyecare • Habitat Handbook: Flooring & Carpeting • Salon Q&A 	<ul style="list-style-type: none"> • Top Shelf Whiskey Taste
April 2012 Space Close: 3p.m. Feb 14 Materials Due: Feb 17 Issue Mails: Mar 22	<ul style="list-style-type: none"> • Best Places to Work • Design MMoCA • Health: Life stages and women • Travel: Food and wine trips • Habitat: Home feature 	<ul style="list-style-type: none"> • Business Briefcase: Real Estate & Commercial Development • Habitat Handbook: Landscaping, Pools & Spas • Living Well: Palliative/HospiceCare 	<ul style="list-style-type: none"> • Spa & Salon Week
May 2012 THE CITY GUIDE Space Close: 3p.m. Mar 13 Materials Due: Mar 16 Issue Mails: April 19	<ul style="list-style-type: none"> • The City Guide • Sustainable Food Trends • Spring Fashion • Travel: Farm-to-table trips • Habitat: Room of the month • Health: Cancer 	<ul style="list-style-type: none"> • Business Briefcase: Food, Beverage & Dining • Habitat Handbook: Bath, Shower, Spas & Tubs • Health Care Section — with <i>Milwaukee Magazine</i> • Living Well: Seniors 	<ul style="list-style-type: none"> • Chic Week
June 2012 Space Close: 3p.m. Apr 10 Materials Due: Apr 13 Issue Mails: May 17	<ul style="list-style-type: none"> • Biking Guide • Crazy 4 Lakes • Travel: Chicago • Health: Holistic parenting • Habitat: Home feature 	<ul style="list-style-type: none"> • Steakhouse Special • Clean Lakes Alliance • Business Briefcase: End of Life • Living Well: Cancer • Habitat Handbook: Bedrooms & Master Suites 	

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MONTH

July 2012 THE BEST OF ISSUE

Space Close: 3p.m. May 15
Materials Due: May 18
Issue Mails: Jun 21

August 2012

Space Close: 3p.m. Jun 12
Materials Due: Jun 15
Issue Mails: Jul 19

September 2012

Space Close: 3p.m. Jul 10
Materials Due: Jul 13
Issue Mails: Aug 16

October 2012 THE FOOD & WINE ISSUE

Space Close: 3p.m. Aug 14
Materials Due: Aug 17
Issue Mails: Sept 20

November 2012

Space Close: 3p.m. Sept 11
Materials Due: Sept 14
Issue Mails: Oct 18

December 2012

Space Close: 3p.m. Oct 9
Materials Due: Oct 12
Issue Mails: Nov 15

EDITORIAL FEATURES

- Best of Madison Readers Poll
- Best of Madison Editors' Choice Winners
- Health: Support groups
- Travel: Cabin getaways
- Habitat: Summer entertaining

- The Design Issue
- Health: Addiction
- Travel: A design destination
- Habitat: Room of the month

- Top Docs
- Fall Fashion
- Health: Exercise!
- Travel: Ann Arbor
- Habitat: Home feature

- The Food & Wine Issue
- Top Chefs
- Health: Recent medical breakthroughs
- Travel: New Orleans
- Habitat: Room of the month

- Person of the Year
- Top Madisonians
- Health: Senior Topics
- Travel: Minneapolis
- Habitat: Home feature

- Madison's Favorite Nurses
- Pets
- Gift Guide
- Food & Drink
- Habitat: Gift Guide
- Health: ADHD & Autism
- Travel: Great local hotels

ADVERTISING SECTIONS

- Business Briefcase: Tourism & Travel
- Habitat Handbook: Bonus Rooms & Lower Levels
- Living Well: Skincare

- Business Briefcase: Architecture & Commercial Design
- Habitat Handbook: Remodeling & Home Improvement
- Ultimate Higher Education Section – with *Milwaukee Magazine*
- Living Well: Chiropractic & Pain Management

- Business Briefcase: Fall Auto Preview
- Habitat Handbook: Home Heating & Fireplaces
- Living Well: The ABC's of Health

- Financial Advisors Profile Feature
- Business Briefcase: Insurance
- Habitat Handbook: Kitchens, Appliances & Wine Storage
- Living Well: Dental Health

- Bridal Tour
- Gift Guide
- Business Briefcase: Winter/Holiday Getaways
- Habitat Handbook: Barrooms & Entertaining Spaces
- Hot Off the Shelf: Holiday #1
- Living Well: Alternative Health Care & Nutrition

- Business Briefcase: Banking, Finances & Taxes
- Habitat Handbook: Home Theatre & Security
- Hot Off the Shelf: Holiday #2
- Living Well: Orthopedics, Footcare & Vein Care

PUBLIC EVENTS & SPECIAL OPPORTUNITIES

- **Official** Art Fair on the Square Program
- Summer Restaurant Week

- Top Shelf Vodka Taste

- **Official** A Fund for Women Annual Event Program
- **Official** Madison Food & Wine Show Event Program
- Madison Food & Wine Show

- Madison's Favorite Nurses

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