

2011 MARKETING CALENDAR

JANUARY

- 6 News • Arts • Entertainment
- 13 **Winter Fitness**
Martin Luther King Day
- 20 News • Arts • Entertainment
- 27 News • Arts • Entertainment

FEBRUARY

- 3 **Winter Guide** ★ Special Cover ★
featuring Winterfest Guide
- 10 **The Love Issue**
Valentine's Day / President's Day
- 17 News • Arts • Entertainment
- 24 **Local Hero's**

MARCH

- 3 News • Arts • Entertainment
- 10 **Women's Issue**
St. Patrick's Day
- 17 News • Arts • Entertainment
- 24 News • Arts • Entertainment
Scout Magazine (deadline)
Annual Lifestyle Guide
- 31 **Spring Arts & Style**

APRIL

- 7 News • Arts • Entertainment
- 14 **The Green Issue**
- 21 News • Arts • Entertainment
Earth Day - Easter
- 28 News • Arts • Entertainment
Dining Guide ★ Special Cover ★
Cinco De Mayo

MAY

- 5 News • Arts • Entertainment
Mother's Day
- 12 **Sports & Recreation**
- 19 News • Arts • Entertainment
- 26 **The Summer Concert Guide**
featuring Les Schwab Amphitheater Guide
Memorial Day

JUNE

- 2 **East vs. West**
- 9 News • Arts • Entertainment
- 16 **Summer Guide**
Father's Day
- 23 News • Arts • Entertainment
- 30 **Best of Ballot** ★ Special Cover ★
Independence Day

JULY

- 7 News • Arts • Entertainment
- 14 **Summer Adventure**
- 21 News • Arts • Entertainment
- 28 News • Arts • Entertainment
Thirsty

AUGUST

- 4 News • Arts • Entertainment
- 11 **Best of Central Oregon** ★ Special Cover ★
- 18 News • Arts • Entertainment
- 25 **Fall Style**

SEPTEMBER

- 1 News • Arts • Entertainment
Labor Day
- 8 News • Arts • Entertainment
- 15 **Breakfast & Lunch Bible**
- 22 News • Arts • Entertainment
- 29 **Fall Arts Review**

OCTOBER

- 6 News • Arts • Entertainment
- 13 **The Indulgence Issue**
- 20 News • Arts • Entertainment
- 27 **Snowrider's Guide**
Halloween

NOVEMBER

- 3 News • Arts • Entertainment
- 10 **Winter Wellness**
- 17 News • Arts • Entertainment
Thanksgiving
- 24 **Holiday GIFT Guide**

DECEMBER

- 1 **Holiday GIVE Guide**
- 8 **Holiday GIFT Guide**
- 15 News • Arts • Entertainment
- 22 News • Arts • Entertainment
Christmas
- 29 **Top Ten - Year In Review**

■ Special size, distribution & placement