

2006/2007 Philadelphia **STYLE** Editorial Calendar

JANUARY/FEBRUARY

ROMANCE 2007

SPECIAL ADVERTISING FEATURE:

- Bridal & Wedding Resource

EDITORIAL HIGHLIGHTS:

- Romantic Getaways
- Valentine's Day



Ad Close: 11/10/06 • Materials Due: 11/17/06

MARCH/APRIL

SPRING 2007

SPECIAL ADVERTISING FEATURES:

- Home & Real Estate

EDITORIAL HIGHLIGHTS:

- Spring Fashion
- Priority Male



Ad Close: 01/12/07 • Materials Due: 01/19/07

MAY/JUNE

BEAUTY 2007

SPECIAL ADVERTISING FEATURES:

- Atlantic City / Shore Report
- Beauty Guide

EDITORIAL HIGHLIGHTS:

- Jam-packed with products
- Beauty tricks from the experts
- Spas and salons



Ad Close: 03/16/07 • Materials Due: 03/23/07

JULY/AUGUST

BEST OF STYLE 2007

SPECIAL ADVERTISING FEATURE:

- Best Of **STYLE**
- AC Confidential

EDITORIAL HIGHLIGHTS:

- Best Of **STYLE**
- Best Of The Shore
- Best Of The Burbs



Ad Close: 05/11/07 • Materials Due: 05/18/07

SEPTEMBER/OCTOBER

FALL 2006

SPECIAL ADVERTISING FEATURES:

- Home & Real Estate

EDITORIAL HIGHLIGHTS:

- Fall Fashion
- Priority Male



Ad Close: 07/14/06 • Materials Due: 07/21/06

NOVEMBER

DINING 2006

SPECIAL ADVERTISING FEATURE:

- Dining Guide
- Guide To Entertaining At Home

EDITORIAL HIGHLIGHTS:

- Chef Profiles
- Can't-Miss Restaurants



Ad Close: 09/15/06 • Materials Due: 09/22/06

IN EVERY ISSUE...

SPECIAL ADVERTISING FEATURE:

- Travel

EDITORIAL HIGHLIGHTS:

- City Life
- Beauty
- Home & Real Estate
- Food & Drink
- People
- Entertainment & Leisure
- Gadgets



DECEMBER

HOLIDAY 2006

SPECIAL ADVERTISING FEATURE:

- Gift & Jewelry Guide

EDITORIAL HIGHLIGHTS:

- Holiday Fashion
- Must-Have Accessories



Ad Close: 10/13/06 • Materials Due: 10/20/06

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