

# MEDIA KIT

## 2016 EDITORIAL & ADVERTISING CALENDAR

COVER DATE	SPECIAL SECTIONS AND FEATURES	SELECTED HOLIDAYS AND EVENTS	ON SALE	ART DUE
1/1 & 1/8	BEST OF 2015	NEW YEAR'S DAY, FRI., JAN. 1	12/25	12/18
1/15		MARTIN LUTHER KING DAY, MON., JAN. 18	1/08	1/1
1/22	FOOD & DRINK	TU B'SHVAT, MON., JAN. 25	1/15	1/8
1/29	TRAVEL		1/22	1/15
2/5	EDUCATION		1/29	1/22
2/12		VALENTINE'S DAY, SUN., FEB. 14 PRESIDENTS' DAY, MON., FEB. 15	2/5	1/29
2/19			2/12	2/5
2/26			2/19	2/12
3/4	MUSEUMS & EXHIBITIONS		2/26	2/19
3/11			3/4	2/26
3/18			3/11	3/4
3/25	BACKWARD PURIM FOOD & DRINK	PURIM, THURS., MAR. 24	3/18	3/11
4/1	TRAVEL		3/25	3/18
4/8			4/1	3/25
4/15	PASSOVER		4/8	4/1
4/22 & 4/29	SUMMER TRAVEL/EXHIBITIONS	PASSOVER, APR. 23-30	4/15	4/8
5/6		MOTHER'S DAY, SUN., MAY. 8 YOM HA'ATZMAUT, THURS., MAY. 12	4/29	4/22
5/13			5/6	4/29
5/20	INSPIRING RABBIS	LAG B'OMER, THURS., MAY 26	5/13	5/6
5/27	SUMMER BOOKS	MEMORIAL DAY, MON., MAY 30	5/20	5/13
6/3			5/27	5/20
6/10		SHAVUOT, JUNE 12-13	6/3	5/27
6/17 & 6/24		FATHER'S DAY, SUN., JUN. 19	6/10	6/3
7/1	SUMMER FOOD & DRINK	INDEPENDENCE DAY, MON., JUL. 4	6/24	6/17

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7/8			7/1	6/24
7/15			7/8	7/1
7/22			7/15	7/8
7/29			7/22	7/15
8/5 & 8/12			7/29	7/22
8/19	JEWISH GENETICS		8/12	8/5
8/26	EDUCATION		8/19	8/12
9/2		LABOR DAY, MON., SEPT. 5	8/26	8/19
9/9	FALL BOOKS		9/2	8/26
9/16	MUSEUMS & EXHIBITIONS		9/9	9/2
9/23	HIGH HOLIDAYS		9/16	9/9
9/30	HIGH HOLIDAYS	ROSH HASHANAH, OCT. 3-4	9/23	9/16
10/7		YOM KIPPUR, WED., OCT. 12	9/30	9/23
10/14 & 10/21		SUKKOT, OCT. 17-23 SHEMINI ATZERET, MON., OCT. 24 SIMCHAT TORAH, TUES., OCT. 25	10/7	9/30
10/28			10/21	10/14
11/4			10/28	10/21
11/11	FORWARD 50; GIVING	VETERANS DAY, FRI., NOV. 11	11/4	10/28
11/18			11/11	11/4
11/25		THANKSGIVING, THURS., NOV. 24	11/18	11/11
12/2			11/25	11/18
12/9			12/2	11/25
12/16	HANUKKAH		12/9	12/2
12/23	HANUKKAH	CHRISTMAS DAY, SUN., DEC. 25 HANUKKAH, DEC. 25-JAN. 1	12/16	12/9
12/30 & 1/6/17	BEST OF 2016	NEW YEAR'S EVE, SAT., DEC. 31	12/23	12/16
1/13/17			1/6/17	12/30

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