



2009

Media Planner

New Jersey At Its Best

IN EVERY ISSUE:
Dining and Home & Garden

		Space Close	Press Ready Materials Due	Subscriber Receipt
JANUARY	POWER ISSUE	11/20	11/24	12/24
	SPECIAL ADVERTISING SECTIONS Profiles In Hospitality (<i>A formatted section</i>) A Better You (<i>Schedule Interviews for All Sections/Photos and Captions Due 10/23</i>)	10/23 10/23	NA 11/24	
FEBRUARY	HOT NEW RESTAURANTS, PLUS THE READERS' CHOICE RESTAURANT BALLOT	12/18	12/19	1/21
	SPECIAL ADVERTISING SECTION Retirement Living (<i>Schedule Interviews/Photos and Captions Due 11/20</i>)	11/20	12/19	
MARCH	WATER GETAWAYS	1/22	1/26	2/19
	SPECIAL ADVERTISING SECTION Women's Health (<i>Schedule Interviews/Photos and Captions Due 12/22</i>)	12/22	1/26	
APRIL	BEST OF NEW JERSEY SPECIAL ADVERTISING SECTION Super Lawyers and Rising Stars: Early close, call 973-539-8230	2/20	2/24	3/25
MAY	HOME & GARDEN BLOWOUT The NJ Home & Garden bible, focusing on interior and exterior, with tips and trends	3/19	3/23	4/22
	SPECIAL ADVERTISING SECTIONS Chef Profiles (<i>formatted section</i>) Hospitals and Automotive (<i>Schedule Interviews for All Sections/Photos and Captions Due 2/19</i>)	2/19 2/19	NA 3/23	
JUNE	SHORE GUIDE, WHAT TO DO, WHERE TO GO	4/16	4/20	5/13
	SPECIAL ADVERTISING SECTION Professional Profiles (<i>formatted section</i>) (<i>Schedule Interviews/Photos and Captions Due 3/19</i>)	3/19	NA	

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JULY	TOP DENTISTS	5/20	5/21	6/24
	SPECIAL ADVERTISING SECTIONS			
	Top Dentist <i>(formatted section - Top Dentists only)</i>	4/23	NA	
	Retirement Living	4/23	5/21	
	Prime Years Health	4/23	5/21	
	<i>(Schedule Interviews for All Sections/Photos and Captions Due 4/23)</i>			
AUGUST	DINING	6/24	6/25	7/22
	Includes the results of our annual Readers' Choice Restaurant Poll			
SEPTEMBER	BEST PLACES TO WORK	7/23	7/27	8/19
	SPECIAL ADVERTISING SECTION			
	Medical Success Stories	6/25	7/27	
	<i>(Schedule Interviews/Photos and Captions Due 6/25)</i>			
OCTOBER	FALL GETAWAYS	8/26	8/27	9/23
	SPECIAL ADVERTISING SECTIONS			
	Faces In Medicine <i>(formatted section)</i>	7/23	NA	
	Automotive Preview	7/23	8/27	
	<i>(Schedule Interviews for All Sections/Photos and Captions Due 7/23)</i>			
NOVEMBER	TOP DOCS	9/24	9/28	10/21
	SPECIAL ADVERTISING SECTIONS			
	Top Docs <i>(formatted section - Top Docs only)</i> <i>(Schedule Interviews/Photo Shoot by 8/20)</i>	8/20	NA	
	Chef Profiles <i>(formatted section)</i> <i>(Schedule Interviews/Photos and Captions Due 8/27)</i>	8/27	NA	
DECEMBER	YEAR IN REVIEW	10/22	10/26	11/18
	SPECIAL ADVERTISING SECTION			
	Holiday Gifts	9/24	10/26	
	<i>(Schedule Interviews/Photos and Captions Due 9/24)</i>			

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