



2010

Media Planner

New Jersey At Its Best

IN EVERY ISSUE:
New Jersey Home & Garden and Restaurant Reviews

		Space Close	Press Ready Materials Due	Subscriber Receipt
JANUARY	SHAPE UP NJ	11/23	11/25	12/21
	SPECIAL ADVERTISING SECTIONS A Better You <i>(Schedule interviews for all sections/photos due 10/22)</i>			
FEBRUARY	DINING The Ultimate Pizza Issue with Readers' Choice Restaurant Poll Ballot	12/21	12/22	1/18
	SPECIAL ADVERTISING SECTION Ways to Invest in Your Home <i>(Schedule interviews/photos due 11/19)</i>			
MARCH	TOP TOWNS	1/21	1/25	2/16
	SPECIAL ADVERTISING SECTION Women's Health - Q&A <i>(Schedule interviews/photos due 12/17)</i>			
APRIL	BEST OF NEW JERSEY	2/25	3/1	3/22
	SPECIAL ADVERTISING SECTION Super Lawyers and Rising Stars <i>(Early close, call 973-539-8230)</i>			
MAY	SPRING GETAWAYS PLUS A HOME & GARDEN EXTRAVAGANZA	3/25	3/29	4/19
	SPECIAL ADVERTISING SECTIONS Chef Profiles <i>(formatted section)</i> Hospitals - Q&A <i>(Schedule interviews for all sections/photos due 2/18)</i>			
JUNE	SHORE GUIDE	4/22	4/26	5/17
	SPECIAL ADVERTISING SECTION Professional Profiles <i>(formatted section)</i> <i>(Schedule interviews/photos due 3/18)</i>			

Subject to change without notice.

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JULY	TOP DENTISTS	5/26	5/27	6/21
	SPECIAL ADVERTISING SECTION Top Dentist (formatted section - Top Dentists only) (Schedule interview and photo shoot by 4/22)			
AUGUST	DINING	6/23	6/24	7/19
	SPECIAL ADVERTISING SECTION Business Success Stories Prime Years' Living (Schedule interviews/photos due 5/27)			
SEPTEMBER	TOP HIGH SCHOOLS	7/29	8/2	8/23
	SPECIAL ADVERTISING SECTION Medical Success Stories (Schedule interviews/photos due 6/24)			
OCTOBER	FALL GETAWAYS	8/25	8/26	9/20
	SPECIAL ADVERTISING SECTIONS Faces In Medicine (formatted section) Automotive Preview (Schedule interviews for all sections/photos due 7/22)			
NOVEMBER	TOP DOCTORS	9/23	9/27	10/18
	SPECIAL ADVERTISING SECTIONS Top Docs (formatted section - Top Docs only) (Schedule interviews/photo shoot by 8/19) Chef Profiles (formatted section) (Schedule interviews/photos due 9/6)			
DECEMBER	GUIDE TO THE ARTS IN NEW JERSEY	10/26	10/28	11/22
	SPECIAL ADVERTISING SECTION Holiday Glamour (Schedule interviews/photos and captions due 9/23)			

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