

# EDITORIAL & MEDIA PLANNING GUIDE

Spring 2020

(Feb. - April)

## The Camps & Enrichment Guide

Find the best programs for your child

PLUS these features:

- Food allergies or food sensitivities? Know the difference
- Money matters: Budgeting for your child's future
- How to identify learning disabilities
- Family-friendly weekend getaways



Ad Deadline: January 24  
Distribution: February 27

Summer 2020

(May - July)

## The Summer Fun Guide

Healthy & exciting activities, programs & products for the whole family

PLUS these features:

- Alaska kids making a difference
- Best starter pets for young families
- Kids & dance: From baby ballerinas to teen hip hoppers
- Blow 'em away! Birthday party ideas



Ad Deadline: April 17  
Distribution: May 19

Fall 2020

(Aug. - Oct.)

## The Education Issue

Smart strategies & new techniques for learning

PLUS these features:

- Supper solved: Help for dinner dilemmas
- Foster care or adoption: Know the answers
- Child health alert: Scary symptoms you can't ignore
- Fun & family-friendly fall adventures



Ad Deadline: August 7  
Distribution: September 3

Winter 2020/21

(Nov. - Jan.)

## The Holiday Issue

Holiday planning, activities & events, cheery crafts, delicious eats & a great Gift Guide

PLUS these features:

- Winter family fitness: Great ways to stay active
- Turn off technology & turn up fun
- Mentorships: Making a difference in a child's life
- Birth & Baby Guide: Great products, advice & tips for new parents



Ad Deadline: October 23  
Distribution: November 19

*\*Topics are subject to change*

## Online Resource Guides

*(Special Advertising Sections)*

After-School Activities Guide

Birth & Babies Guide

Summer Camps & Programs Guide

Health & Wellness Guide

Education Guide

Party Guide