

EDITORIAL & MEDIA PLANNING GUIDE

Spring 2018

(Feb. - April)

The Education & Camps Issue

Find the best programs for your child

PLUS these features:

- Childhood obesity: Helping kids forge healthier, happy lives
- Kids night out guide: Fun and safe alternatives to babysitters
- Dangerous dating: Keeping teens safe
- Money-wise: Brilliant tips for stretching the family budget
- Smart steps for finding quality childcare



Ad Deadline: January 22
Distribution: February 24

Summer 2018

(May - July)

The Summer Fun guide

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

PLUS these features:

- Avoid the summer slide: Fun, brain-stimulating activities for students
- Childhood cancers: What parents need to know
- Explore Alaska history with these trips
- Birthday bash: Create memorable experiences
- Summer safety for kids



Ad Deadline: April 7
Distribution: May 17

Fall 2018

(Aug. - Oct.)

The Back-to-School Issue

Everything you need to know to gear up for a great year - from healthy starts to success in school

PLUS these features:

- The better sleep guide - from tots to teens
- Creative kids: Local kid-friendly programs - from music to dance to art
- Youth sports: When parents behave badly
- Internet safety for kids
- Helping kids learn real-life finance



Ad Deadline: June 30
Distribution: July 29

Winter 2018/19

(Nov. - Jan.)

The Baby Issue

What expectant moms & new parents need to know - from pregnancy & birth to babies & beyond

PLUS these features:

- Gift guide: Favorite picks for kids - and their parents too!
- Life-saving skills every child should know
- 101+ great ideas for winter family fun
- Teens and anti-depressants: What you need to know
- Holiday food and crafts



Ad Deadline: October 3
Distribution: November 9

Online Resource Guides

(Special Advertising Sections)

After-School Guide: Enrichment & Sports

Birth & Babies Guide

Summer Camps & Activities Guide

Health & Wellness Guide

Education Guide

Party Guide

*Topics are subject to change