

EDITORIAL & MEDIA PLANNING GUIDE

Spring 2019

(Feb. - April)

The Education & Camps Issue

Find the best programs for your child

PLUS these features:

- Mompreneurs: Balancing the roles of mom & entrepreneur
- Food allergies or food sensitivities? Know the difference
- Money matters: Budgeting for your child's future
- How to identify learning disabilities
- Parenting: How to handle judgmental relatives



Ad Deadline: January 24
Distribution: February 26

Summer 2019

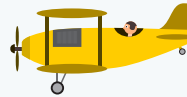
(May - July)

The Summer Fun Guide

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

PLUS these features:

- Fuss-free family vacation ideas
- Infertility: Know the options
- Alaska kids making a difference
- Kids' nutrition myths - busted!
- Best starter pets for young families



Ad Deadline: April 12
Distribution: May 14

Fall 2019

(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:

- Unplug & play: Creative ideas beyond the screens
- Supper solved: Help for dinner dilemmas
- Nursery makeover: Turn baby's room into a big-kid room
- Dangerous dating: Keeping teens safe
- Great family fall getaway



Ad Deadline: June 28
Distribution: July 30

Winter 2019/20

(Nov. - Jan.)

The Baby Issue

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

PLUS these features:

- Traditions with a twist: Fresh ideas for family get-togethers
- Child health alert: Scary symptoms you can't ignore
- Winter family fitness: Fun ways to stay active
- Mentorships: Making a difference in a child's life
- Looking ahead: Parenting resolutions to keep



Ad Deadline: October 3
Distribution: November 5

*Topics are subject to change

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