



“MY MAIL STACKS UP, but I read my West Suburban Living magazine the minute it arrives. There’s such a wealth of information, along with beautiful photographic ‘eye candy’ to feed my spirit. Keep up the great job!”

- Barb Hess
subscriber from Aurora

“WEST SUBURBAN LIVING is classy from the cover to the back page. I get lots of magazines and belong to three book clubs, but I always make time for WSL.”

- Mary Ellen Coombs
subscriber from Wheaton

2010 EDITORIAL CALENDAR

MAJOR FEATURES

January/February

- ▶ **Best Area Coffeehouses** – Where to go for a great cup of joe . . . or latte, perhaps, and how the area’s independent coffee shops stack up against the national chains.
- ▶ **How Area High Schools Stack Up** – We rank area high schools based on test scores, graduation rates and other objective standards.

March/April

- ▶ **Best of the West** – Our readers vote on area superlatives, from the best steak to the most romantic restaurant, the best place to buy shoes to the best car wash, and much more.
- ▶ **Let’s Do Brunch** – For a special event like Easter or Mother’s Day, or just for a pleasurable Sunday afternoon meal, where to go for the best brunches in the burbs.

May/June

- ▶ **War Stories: When Soldiers Comes Home** – Area residents who have served in the military share how their experiences affected them and how they have re-adjusted to life at home.
- ▶ **Unusual Collectors Items** – Beyond stamps, coins or even cars, these local collectors focus on their personal passions.

IN EVERY ISSUE

- ▶ **Fore Word** – An introductory note from the editor.
- ▶ **Blurbs from the Burbs** – The people, places and activities that make the western suburbs special.
- ▶ **Q&A** – One-one-one interviews with local notables.
- ▶ **Personal Style** – What to wear and where to find it.
- ▶ **Stops & Shops** – Great retail finds plus new and distinctive stores and boutiques worth a special visit.
- ▶ **Mind, Body, Spirit** – A holistic look at ways to maximize your physical, mental and spiritual quality of life.
- ▶ **Local Authors** – Profiles of books by area writers.
- ▶ **Life in the Burbs** – Columnist Sharon Cindrich shares the humorous aspects of every day life in suburbia.
- ▶ **Out & About** – A guide to the best in theatre, music, art, dance, family activities and other area events, plus

July/August

- ▶ **What Does it Feel Like** – From floating in zero gravity, to winning a world series, to scoring a hole in one, we ask local folks who have done unusual things what it was like.
- ▶ **Historic Landmarks** – Take a tour of prominent buildings and monuments that serve as a living history of the region.

September/October

- ▶ **The Food Issue** – Everything area foodies need to know: — Hottest new dining venues opened in the past year. — Listings of 500+ west suburban restaurants including a handy cross reference by price, location and cuisine. — Area wine experts share tips and recommendations.
- ▶ **Whiz Kids** – We introduce you to some very talented young people accomplishing some pretty amazing things.

November/December

- ▶ **West Suburbanites of the Year** – We recognize area residents who have distinguished themselves by their contributions to others and to the broader community.
- ▶ **Tis Better to Give** – Local opportunities to help others this holiday season and beyond.

- fun things to do in the city in “Worth Going Downtown For.”
- ▶ **Getaways** – Great places to visit in the Midwest and beyond, whether for a weekend or a family vacation.
- ▶ **Home** – Ideas on interior design, from kitchens and baths to wall treatments and furnishings.
- ▶ **Gardening** – Trends in gardening and landscaping.
- ▶ **Town Focus** – A spotlight a specific area communities focusing on the characteristics that make them distinctive.
- ▶ **Good Food** – Reviews and listings of area restaurants, cafés and fine dining establishments.
- ▶ **Cheers** – A wine tutorial plus expert recommendations.
- ▶ **Seen & Scene** – Area charitable events of note.
- ▶ **Last Word** – Columnist Michele Weldon takes a lighter-side look at the oddities of contemporary society.

SPECIAL ADVERTISING OPPORTUNITIES

Issue	Special Section	Health	Getaways	Town Focus	Home	Garden
Jan/Feb	Menu Guide, Private School Guide	Cosmetic Surgery	Local Resorts	Addison	Beautiful Baths	Indoor Gardens
Mar/Apr	Expert Advice, Elder Care Guide	Back Pain	Mackinac	LaGrange	Windows & Doors	Landscape Trends
May/June	Summer Fun Guide, Wisconsin Travel, Golf Guide	Teen Sexuality	Midwest Wine Tour	Elmhurst	Pools & Spas	Gardening Resources
Jul/Aug	Hospital Profiles, Education Guide	Alzheimer’s & Aging	Chicago	Lisle	Outdoor Kitchens	Landscape Profiles
Sep/Oct	Dining Guide, Charitable Events Planner	Breast Cancer/Women’s Health	Hannibal & Hermann, MO	Oak Brook	The Great Room	Cool Courtyards
Nov/Dec	Ultimate Holiday Guide, Winter Activity Guide	Dealing with Depression	Colorado Ski Resorts	Glen Ellyn	Cozy Bedrooms	Holiday Florals
Jan/Feb ‘11	Menu Guide, Weddings	Top Doctors	New York City	Aurora	Home Office	Winter Beauty

ADVERTISING DEADLINES

Issue	Space Reservations	Materials Deadline
January/February 2010	December 2	December 9
March/April	February 1	February 8
May/June	April 2	April 9
July/August	June 1	June 7
September/October	July 30	August 6
November/December	October 1	October 8