



2012 EDITORIAL CALENDAR

MAJOR FEATURES

January/February

- ▶ **Cooking Up a Storm** – For those with a passion for the kitchen or just those looking to enhance their culinary skills, a guide to the wide range of area cooking classes.
- ▶ **Financial Planning & Strategies** – How and where to invest for the future and must-dos for protecting your long term assets through wills, trusts and wise stewardship.

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.
- ▶ **Movers, Shakers & Up-and-Comers** – We profile some of the most influential folks in the western suburbs and others destined to have an impact in years to come.

May/June

- ▶ **Best Towns in Which to Live** – What characteristics make a town a great place to live? We offer a statistical analysis of more than 50 west suburban communities.
- ▶ **The Savvy Shopper** – How to find great stuff at reasonable prices: a guide to the best resale shops and discount stores.

July/August

- ▶ **Essentials of Summer** – Turn those lazy days into warm weather fun with this list of quintessential must-do activities to make this summer a memorable one.
- ▶ **Hiking, Biking and Enjoying the Great Outdoors** – An insider's guide to the best places for walking, cycling and other great outdoor activities in the western suburbs.

September/October

- ▶ **The Food Issue** – Everything area foodies need to know: — Hottest new dining venues opened in the past year. — Listings of 650+ west suburban restaurants including a handy cross reference by price, location and cuisine.
- ▶ **Service Clubs** – From Kiwanis, Lions and Rotary to Junior League and local women's clubs, how service organizations are evolving to stay relevant and fulfill their missions.

November/December

- ▶ **People of the Year** – Profiles of west suburban residents who are making a difference in our communities.
- ▶ **Matters of Faith** – Area church leaders share their perspective on the state of religion and the journey of faith.

“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

IN EVERY ISSUE

- ▶ **Fore Word** – An introductory note from the editor.
- ▶ **Region & Community** – Shared issues, concerns and needs that affect the west suburban area.
- ▶ **Q&A** – One-on-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

- 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 on 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.
- ▶ **Scene & Seen** – 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	Region/Community	Health	Getaways	Town Focus	Home	Garden
Jan/Feb	Menu Guide, Private Schools, Spa Profiles	Teen Alcohol/Drugs	Fitness/Diet/Spirit	Romantic Inns	Riverside/Brookfield	Beautiful Baths	Fairy Gardens
Mar/Apr	Expert Advice, Elder Care, Museum Guide	Teen Alcohol/Drugs (Part 2)	Birthing & Neonatal Care	Iowa: Quad Cities & Beyond	Hoffman Estates/S. Barrington	Interior Decor Makeover	Top 10 Landscape Trends
May/June	Summer Fun, Golf Guide, Michigan Travel	Domestic Abuse	Joint Replacement	Midwest Amish Communities	St. Charles/Wayne	Contemporary Design	Eco-Gardening
July/Aug	Hospital Profiles, Education Guide, Water Parks	Affordable Housing	State of Healthcare	Branson & the Ozarks	Hinsdale/Burr Ridge	Summer Cottages	Landscape Profiles
Sept/Oct	Dining Guide, Charitable Events Planner	Bullying	Cancer	Door County/Fall Color Tours	Downers Grove/Woodridge	High Tech Home	Ivies & Climbing Plants
Nov/Dec	Gift Guide, Retail Directory, Charity Profiles	Hidden Poverty	Addictions	Top Ski Resorts	Oak Park/River Forest	Rec Rooms/Basements	Garden/Holiday Lighting
Jan/Feb '13	Doctor Profiles, Menu Guide, Weddings	Racial Diversity	Top Doctors	San Francisco	Oswego/Yorkville	60s Decor Deja Vu	Garden Shows

ADVERTISING DEADLINES

Issue	Space Reservations	Materials Deadline	Mailing Date
January/February 2011	December 2	December 9	December 28
March/April	January 30	February 6	February 24
May/June	April 2	April 9	April 25
July/August	June 1	June 8	June 22
September/October	August 1	August 6	August 24
November/December	September 28	October 5	October 26