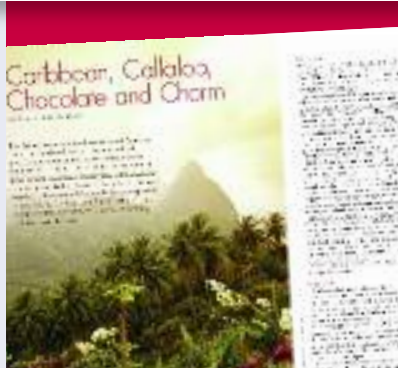


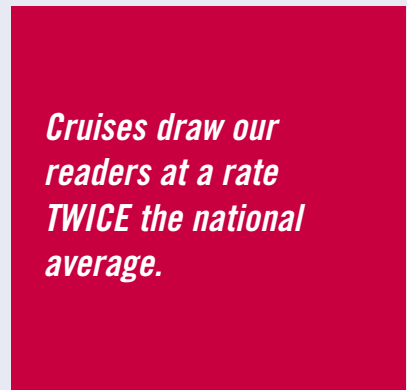
2012 MEDIA KIT: editorial calendar



*When they travel,
almost 70 PERCENT
of our readers stay
at a hotel.*



*Cruises draw our
readers at a rate
TWICE the national
average.*



Our magazine takes you places.

2012 editorial calendar



JANUARY

PRINT: RESERVE SPACE BY OCT. 28, 2011
MATERIALS DUE BY NOV. 12, 2011
DIGITAL: RESERVE SPACE BY NOV. 4, 2011
MATERIALS DUE BY NOV. 11, 2011

AUTO: New Rules of the Road: The Laws of 2012, including Move Over Act; Winter-Driving Quiz: Test your Chilly-weather Savvy

DIGITAL: Driving Better After Dark

TRAVEL: Disney— 2012/13 Fantasyland Expansion; St. Kitts & Nevis

DIGITAL: Cozy B&Bs, Warm Fireplaces in the Northeast



JULY/AUGUST

PRINT: RESERVE SPACE BY MAY 4, 2012
MATERIALS DUE BY MAY 18, 2012
DIGITAL: RESERVE SPACE BY MAY 16, 2012
MATERIALS DUE BY MAY 30, 2012

AUTO: The Smart Way to Set Your Speed: MPH saves you time, money, stress; Children At Play: Do Warning Signs Really Work?; Insurance: TBD

TRAVEL: The Best New York State Parks; The Northeast's Best College Towns



FEBRUARY

PRINT: RESERVE SPACE BY DEC. 2, 2011
MATERIALS DUE BY DEC. 16, 2011
DIGITAL: RESERVE SPACE BY DEC. 9, 2011
MATERIALS DUE BY DEC. 16, 2011

AUTO: Snow: A Flurry of Good Information (Q&A format); Indicator Lights Quiz

DIGITAL: Small Miracles That Solve Big Winter Car Problems

TRAVEL: Britain—Olympics, Queen's 60th Jubilee; Seven-day-plus Cruises (Cunard, Crystal, etc.)

DIGITAL: Celebrity *Silhouette*, a new Solstice ship, leaves from New York waters



AUGUST DIGITAL

RESERVE SPACE BY JUNE 7, 2012
MATERIALS DUE BY JUNE 15, 2012

AUTO: Time To Drive: The Best—and Worst Times—to Hit the Road; Financial: TBD

TRAVEL: Northeast Food and Drink Festivals



MARCH/APRIL

PRINT: RESERVE SPACE BY JAN. 10, 2012
MATERIALS DUE BY JAN. 24, 2012
DIGITAL: RESERVE SPACE BY JAN. 17, 2012
MATERIALS DUE BY JAN. 24, 2012

AUTO: Handling 5 Real-life Emergencies... tire blowout, wrong-way driver, etc.; Steering With Your Eyes: Where You Look Is Where You Go; Insurance: The Six Biggest Mistakes When Insuring Your Car

TRAVEL: How to Do the Perfect Driving Loop of Long Island; Turks & Caicos Islands



SEPTEMBER/OCTOBER

PRINT: RESERVE SPACE BY JULY 9, 2012
MATERIALS DUE BY JULY 23, 2012
DIGITAL: RESERVE SPACE BY JULY 26, 2012
MATERIALS DUE BY AUG. 8, 2012

AUTO: Is Your Car "Mean"? The Personalities of Cars/How Drivers Respond; Crash! The New York Driver's Do and Don't Guide; Financial: TBD

TRAVEL: Hudson River Hotels and Restaurants; Restaurant Rivalries—Buffalo, New York, Boston, New Haven, Philly

Stories subject to change without notice.



APRIL DIGITAL

RESERVE SPACE BY FEB. 17, 2012
MATERIALS DUE BY FEB. 24, 2012

AUTO: Seeing Is *Not* Believing: How to Cope with Illusions; How to Handle a Car in High Water; Financial: TBD

TRAVEL: How to do Grand Canyon National Park, Ariz.



MAY/JUNE

PRINT: RESERVE SPACE BY MAR. 9, 2012
MATERIALS DUE BY MAR. 23, 2011
DIGITAL: RESERVE SPACE BY APRIL 4, 2012
MATERIALS DUE BY APRIL 9, 2012

AUTO: Pets, Music, Cigarettes and Other Bizarre Threats to Your Driving; What's Wrong With My Car? A driver's guide to the noises, smells, etc.; Financial: TBD

TRAVEL: New York State's Breathtaking Natural Wonders; Disney Cruises from New York to Canada (Nova Scotia, Newfoundland)



JUNE DIGITAL

RESERVE SPACE BY APRIL 18, 2012
MATERIALS DUE BY APRIL 25, 2012

AUTO: Big Rigs, Big Risks: How to drive—and survive—around big trucks; Insurance: TBD

TRAVEL: New York and Regions' Best Beaches



OCTOBER DIGITAL

RESERVE SPACE BY AUG. 6, 2012
MATERIALS DUE BY AUG. 13, 2012

AUTO: Five Mistakes Even Good Drivers Make; Insurance: TBD

TRAVEL: Fall Foliage in the Catskills (peak: last week Sept., first week Oct.); Halloween in New York and the Northeast



NOVEMBER/DECEMBER

PRINT: RESERVE SPACE BY SEPT. 10, 2012
MATERIALS DUE BY SEPT. 24, 2012
DIGITAL: RESERVE SPACE BY SEPT. 10, 2012
MATERIALS DUE BY SEPT. 24, 2012

AUTO: TBD: Research, psychology and human nature combined; Mind Games to Make You Safer; Insurance: TBD

TRAVEL: How to do Christmas in New York Without Tearing Out Your Hair; Barcelona



DECEMBER DIGITAL

RESERVE SPACE BY OCT. 2, 2012
MATERIALS DUE BY OCT. 9, 2012

AUTO: Road Test Roundup; Insurance: TBD

TRAVEL: A Different Christmas Fun: Unusual ways to celebrate the season



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