EDITORIAL & MEDIA PLANNING GUIDE

Spring 2019
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 judgy relatives

Ad Deadline: January 24
Distribution: February 26

Fall 2019
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

Summer 2019
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

Winter 2019/20
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