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Editorial Calendar and Publish Schedule 2010

Senior Living – Vancouver Island

Issue	Special Editorial	Ad Booking Deadline	Copy Deadline	Distribution Date
Jan	Regular	-	-	-
Feb	Senior Housing	Jan 15	Jan 19	Jan 30
Mar	Regular	Feb 15	Feb 17	Mar 2
Apr	Regular	Mar 15	Mar 19	Mar 31
May	Planned Giving	Apr 15	Apr 19	May 1
June	Travel & Adventure	May 14	May 19	June 2
July	Arts & Entertainment	June 15	June 18	Jul 3
Aug	Senior Housing	Jul 14	Jul 16	Jul 31
Sept	Health & Wellness	Aug 16	Aug 19	Sept 3
Oct	Fashion & Beauty	Sept 15	Sept 17	Oct 2
Nov	Estate Planning	Oct 15	Oct 19	Nov 2
Dec	Christmas Gifts & New Products	Nov 15	Nov 17	Dec 1

Senior Living – Vancouver & Lower Mainland

Issue	Special Editorial	Ad Booking Deadline	Copy Deadline	Distribution Date
Jan	-	-	-	-
Feb	Senior Housing	Jan 15	Jan 16	Jan 30
Mar	Regular	Feb 15	Feb 17	Feb 27
Apr	Regular	Mar 15	Mar 19	Apr 3
May	Planned Giving	Apr 15	Apr 21	May 1
June	Travel & Adventure	May 14	May 21	June 5
July	Arts & Entertainment	June 15	June 22	Jul 3
Aug	Senior Housing	Jul 14	Jul 16	Jul 31
Sept	Health & Wellness	Aug 16	Aug 24	Sept 4
Oct	Fashion & Beauty	Sept 15	Sept 22	Oct 2
Nov	Planned Giving	Oct 15	Oct 21	Oct 30
Dec	Christmas Gifts & New Products	Nov 15	Nov 19	Dec 4

2011 Special Editorial Features

January - Fitness & Recreation • February - Housing • March - Senior Workforce & Entrepreneurship • April - Food • May - Planned Giving • June - Travel & Adventure • July - Arts & Entertainment • August - Housing • September - Health & Wellness • October - Fashion & Beauty • November - Estate Planning • December - Christmas Gifts & New Products