

Editorial & Sales Calendar

JANUARY

Editorial Focus: Top Docs /
Get healthy & stay that way!

Special Sections: Medical Specialties
Fitness / Exercise / Diet
& healthy eating
Continuing Education

Deadline: November 2, 2011

FEBRUARY

Editorial Focus: Sweet Buffalo / A celebratory
guide to treats in WNY

Special Sections: Cocktails, recipes &
bartender profiles
Treat your sweet
"Best Lawyers"®

Focus on Health: Health & Wellness Coaches

Destination: Clarence

Deadline: December 2, 2011

MARCH

Editorial Focus: Too Much Stuff! / Organize
your life

Special Sections: Five Star Wealth Managers &
Insurance Agents
WNY Kids

Focus on Health: Hormone Replacement Therapy

Destination: Williamsville

Deadline: January 4, 2012

APRIL

Editorial Focus: Chef's Choice / What do
chefs like to eat & where?

Special Sections: Senior Living & Retirement
Real Estate & Mortgage
Professionals

Focus on Health: Yoga Now

Destination: East Aurora

Polybagged Pub: Buffalo Spree Home

Deadline: February 2, 2012

MAY

Editorial Focus: Grow Your Own / A home &
community food gardening
revolution

Special Sections: Gardening & Outdoor Living
Gift Wish list for Mom

Focus on Health: Technology & Health

Destination: Orchard Park

Polybagged Pub: Buffalo Spree Beauty Book

Deadline: March 1, 2012

JUNE

Editorial Focus: City Guide / WNY's believe it
or not

Special Sections: Neighborhood pages
Alfresco Dining
Homegrown / Made in WNY

Focus on Health: Iridology

Polybagged Pub: Buffalo Spree Medical
Resource Guide

Deadline: April 4, 2012

JULY

Editorial Focus: "Best of WNY" /
Ultimate guide to Frank Lloyd
Wright in WNY

Special Sections: Best of WNY
Automobiles & Transportation
Visit Frank Lloyd Wright

Focus on Health: Body Cleansing & Detoxing

Destination: Hamburg

Deadline: May 3, 2012

AUGUST

Editorial Focus: 88 Great Dates

Special Sections: Men – Sports, food, beer,
fashion, etc.
Find your passion & explore–
hobbies, book clubs, etc.

Focus on Health: Birth Control

Destination: The City

Deadline: June 6, 2012

SEPTEMBER

Editorial Focus: WNY All-Time Best Of / An
über best-of

Special Sections: Schools / private, elementary,
& secondary
Education, Classes & Kids
Smoking Cessation

Focus on Health: Smoking Cessation

Destination: Williamsville

Polybagged Pub: WNY Performing Arts Guide
& TDA Brochure

Deadline: July 5, 2012

OCTOBER

Editorial Focus: The Wine Issue / WNY,
Southern Ontario, & Finger Lakes

Special Sections: Wineries
Chef profiles
Weddings

Focus on Health: Mental Health Therapies

Destination: East Aurora

Polybagged Pub: Buffalo Spree Home

Deadline: August 2, 2012

NOVEMBER

Editorial Focus: Cheap Eats

Special Sections: Spas & Beauty
Restaurants–dives to diners
& upscale low cost dining
Girls Night Out

Focus on Health: Thermography

Destination: Hamburg

Deadline: September 5, 2012

DECEMBER

Editorial Focus: Who are the Game Changers /
WNY's next generation of
movers & shakers

Special Sections: Cosmetic & Plastic Surgery
Dental Specialties
Celebrate Giving

Focus on Health: New In The Dental World

Destination: Orchard Park

Deadline: October 3, 2012

*All subject to change