

planning calendar 2012



JANUARY

Top Dentists
SPECIAL SECTIONS
Medical/Dental Profiles
Builders & Remodelers Award Issue
Weddings/Celebrations
Wealth Managers Profiles
College Guide



FEBRUARY

SPECIAL SECTIONS
Kitchens & Baths
Specialty Clinics
Sweetheart Deals

EVENT Restaurant Week



MARCH

Best Restaurants
SPECIAL SECTIONS
Cosmetic Dentists
Spring Home & Garden Show

BONUS PUBLICATION: Home
COTY Awards/ASID Awards
Spring Parade of Homes
Home Finds
Builder Portfolios



APRIL

Weekend Getaways
Landscaping
SPECIAL SECTIONS
Million Dollar Homes
& Luxury Renovations
Salons & Spas



MAY

SPECIAL SECTIONS
Breast Cancer (Race for the Cure)
Cosmetic Surgery
Destination: Go West

BONUS PUBLICATION: Home
ASID Showcase Home
Interior Design/Gardening
Home Finds

EVENT ASID Showcase Home Tour

JUNE

Summer Pleasures
SPECIAL SECTIONS
Do the Town
Guide to Gaming
Celebrations
Trends in Dentistry

JULY

Newcomers' Guide
Top Doctors
SPECIAL SECTIONS
Newcomers' Guide
Colleges & Prep Schools,
Hospitals & Clinics

BONUS PUBLICATION: Weddings

BONUS PUBLICATION: Home
Home Building & Remodeling Guide
AIA / RAVE Awards
Home Finds

EVENTS Restaurant Week
Outstanding Nurses

AUGUST

Outstanding Nurses
Food & Dining
Fashion
SPECIAL SECTIONS
Super Lawyers Profiles
Continuing Education

SEPTEMBER

Home Tours
Fall Arts Preview
Fashion
SPECIAL SECTIONS
Fall Parade of Homes
Remodelers Showcase
Taste!
Ask the Experts

BONUS PUBLICATION: Shops

EVENT Taste!

OCTOBER

Best Restaurants Ballot Issue
SPECIAL SECTIONS
Women Venture
Women's Health
College Prep
Beauty Beat

Bonus PUBLICATION: Home
NKBA Awards
Home Finds
Builder Portfolios

EVENT Restaurant Week
Volunteer Hall of Fame

NOVEMBER

Fine Jewelry
SPECIAL SECTIONS
Super Real Estate Agents
& Super Mortgage Professionals
Winter Getaways
Perfect Parties
Holiday Gifts

BONUS Medical Guide

EVENT Perfect Parties

DECEMBER

Best of the Twin Cities
SPECIAL SECTIONS
Planned Giving
Holiday Gifts
Top Professionals Profiles
Destination: Arizona

Bonus PUBLICATION: Weddings

JANUARY 2013

SPECIAL SECTIONS
Top Dentist Profiles
Builders & Remodelers Awards
Weddings/Celebrations
Wealth Managers Profiles
College Guide

JULY 2013

Top Doctors

JANUARY 2014

Top Dentists



The premier lifestyle magazine reaching **615,000** readers and **90,000** unique online visitors every month!

advertising info

612.336.9221 | mspmag.com/advertise
220 S. Sixth Street, Suite 500, Minneapolis, MN 55402

advertising deadlines 2012



JANUARY

space closing 11/21/11
ads due 11/23/11
on newsstands 12/29/11

FEBRUARY

space closing 12/13/11
ads due 12/15/11
on newsstands 1/26/12

MARCH

space closing 1/18/12
ads due 1/20/12
on newsstands 2/23/12

HOME

space closing 1/9/12
ads due 1/11/12

SPRING HOME

AND GARDEN SHOW
space closing 1/9/12
ads due 1/11/12

APRIL

space closing 2/22/12
ads due 2/24/12
on newsstands 3/29/12

MAY

space closing 3/21/12
ads due 3/23/12
on newsstands 4/26/12

HOME

space closing 3/6/12
ads due 3/8/12

JUNE

space closing 4/24/12
ads due 4/26/12
on newsstands 5/31/12

JULY

space closing 5/22/12
ads due 5/24/12
on newsstands 6/28/12

HOME

space closing 5/7/12
ads due 5/9/12

WEDDINGS

space closing 6/5/12
ads due 6/11/12

AUGUST

space closing 6/19/12
ads due 6/21/12
on newsstands 7/26/12

SEPTEMBER

space closing 7/25/12
ads due 7/27/12
on newsstands 8/30/12

SHOPS

space closing 7/10/12
ads due 7/12/12

OCTOBER

space closing 8/21/12
ads due 8/23/12
on newsstands 9/27/12

HOME

space closing 8/6/12
ads due 8/8/12

NOVEMBER

space closing 9/19/12
ads due 9/21/12
on newsstands 10/25/12

DECEMBER

space closing 10/22/12
ads due 10/24/12
on newsstands 11/29/12

WEDDINGS

space closing 10/31/12
ads due 11/9/12



The premier lifestyle magazine reaching **615,000** readers and **90,000** unique online visitors every month!

advertising info

612.336.9221 | mspmag.com/advertise
220 S. Sixth Street, Suite 500, Minneapolis, MN 55402