



2011 EDITORIAL CALENDAR

3-MONTH THEMES

Advertising Packages tie-in to a creative marketing approach that guarantees great branding for your business, driving more eyes to your message than any other magazine! Each package offers 3 consecutive months advertising in full color in both Baltimore & Harford editions reaching over 100,000 readers, plus online magazines on mdarrive.com, and promotion to 8,000 eNewsletter subscribers. Ask your Sales Executive for details. Some packages include topic-exclusive editorial with photos, business profiles, product spotlights and website advertising.

HOME DÉCOR/DESIGN/REDO	January, February, March, April
LANDSCAPING/GARDEN TOURS	April, May, June
FALL PROJECTS	September, October, November
RESTAURANT SUMMER DINING	June, July, August
SUMMER FUN & TRAVEL	June, July, August
PRIVATE SCHOOLS	Fall Relo Guide, September, October
HOLIDAY SHOPPING & ENTERTAINING	October, November, December

EDITORIAL FEATURES

Advertisers may tie-in to our popular editorial features for additional exposure.

EQUESTRIAN EVENTS	April
FARMERS' MARKETS	July
LOCAVORE	August
BE THANKFUL	November
RETIREMENT	January
HEART HEALTH	February
MOTHER'S DAY	May
BREAST CANCER	October
HOLIDAY SHOPPING	December

MAGAZINE ADVERTISING WORKS
Be a part of an editorial environment that builds
 READERS, RESPONSE & SHELF-LIFE



DEPARTMENTS

- **LETTERS** from readers
- **EVENTS** top picks & regional listings
- **GOOD WORKS** fundraising highlights
- **LIBATION** wine, beer & cheer
- **CHESAPEAKE FLAVORS** tantalizing recipes
- **FRESH AIR** the great outdoors
- **ZONE 6** gardening without gloves
- **ANTIQUES** a reader favorite
- **GONE GREEN** businesses that use innovative green solutions
- **ARTISTRY** noteworthy local artists
- **TOOL TOTIN' MAMA** women who love power tools and know how to use them
- **DÉCOR/DESIGN/REDO** home
- **WINE & DINE SAVVY** restaurant news and more
- **BACKROADS** travel, near and sometimes far
- **BACK FENCE** local community news



BUSINESS PROFILES and **ADVERTORIAL** may be scheduled and positioned with any Department. **410-584-9960**