

# EDITORIAL PLANNER 2009

## Publicity Timetable

*For placement of  
 full-page features:*

### FIRST QUARTER

*January–March 2009*

Materials arrive at

Family Features ..... October 22

Released to media ..... December 1

### SECOND QUARTER

*April–June 2009*

Materials arrive at

Family Features ..... January 15

Released to media ..... February 27

### THIRD QUARTER

*July–September 2009*

Materials arrive at

Family Features ..... April 15

Released to media ..... May 29

### FOURTH QUARTER

*September–December 2009*

Materials arrive at

Family Features ..... July 15

Released to media ..... August 17

***Note:** These are general  
 recommended target dates  
 for media pickup in each  
 quarter. For releases, please  
 allow five working days.  
 Please contact us if you  
 require a more detailed  
 timeline for a specific project.*



## Holidays and Special Dates

New Year's Day ..... Jan 1

Martin Luther

King, Jr. Day ..... Jan 19

Chinese New Year ..... Jan 26

Super Bowl Sunday ..... Feb 1

Valentine's Day ..... Feb 14

Presidents' Day ..... Feb 16

Mardi Gras ..... Feb 24

Lent ..... Feb 25–Apr 11

St. Patrick's Day ..... Mar 17

Passover ..... Apr 9–Apr 15

Easter ..... Apr 12

Earth Day ..... Apr 22

Cinco de Mayo ..... May 5

Mother's Day ..... May 10

Memorial Day ..... May 25

Father's Day ..... June 21

Independence Day ..... July 4

Labor Day ..... Sept 7

Grandparents' Day ..... Sept 13

Mexican

Independence Day .... Sept 16

Rosh Hashanah ..... Sept 30

Halloween ..... Oct 31

Thanksgiving ..... Nov 26

Hanukkah begins ..... Dec 11

Christmas ..... Dec 25

Kwanzaa begins ..... Dec 26

New Year's Eve ..... Dec 31

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## Themes and Month-Long Celebrations

### JANUARY

Diet Month  
Hobby Month  
Interior Home Improvements  
Travel Planning  
Home Safety  
Canned Food Month  
Health Awareness

### FEBRUARY

Super Bowl  
American Heart Month  
Dental Health Month  
Chocolate Lover's Month  
Bird Feeding Month  
Black History Month  
Spring Wedding Planning Season  
Cherry Month  
Snack Food Month  
NASCAR Racing/Daytona 500  
Academy Awards  
Pet Owner Month

### MARCH

Craft Month  
Women's History Month  
Frozen Food Month  
Nutrition Month  
Peanut Month  
Disabilities Awareness Month  
March Madness  
Personal Finance/Income Taxes  
Furniture Refinishing Month  
Chocolate Month  
Noodle Month

### APRIL

Garden Month  
Lawn Care Month  
Car Care Month  
Soyfoods Month  
Poetry Month  
Baby and Bridal Showers  
Pets Are Wonderful Month  
Baseball/Summer Sports  
Recycling Month

### MAY

Barbecue Month  
Egg Month  
Salad Month  
Better Sleep Month  
Salad Month  
Summer Wedding Planning Season  
Honor Older Americans Month  
Women's Health Care Month  
Healthy Vision Month  
Skin Cancer Awareness Month  
Stroke Awareness Month  
Graduations  
Indianapolis 500  
Flower Month

### JUNE

Candy Month  
Rose Month  
Home Safety Month  
Environment  
Drive Safe Month  
Soul Food Month  
Turkey Lovers' Month  
Dairy Month  
Fresh Fruit and Vegetable Month  
Camping

### JULY

Hot Dog Month  
Picnic Month  
Ice Cream Month  
Lawn Care  
Do-It-Yourself Home Projects  
Block Parties  
Travel

### AUGUST

Back-to-School Month  
Sandwich Month  
Clean Air Month  
Fall Football/Tailgating  
Fall Lawn and Garden Preparation  
Catfish Month  
Fall Fashion

### SEPTEMBER

Baby Safety Month  
Chicken Month  
Honey Month  
Healthy Aging Month  
Organic Harvest Month  
Rice Month  
Food Safety Education Month  
Hispanic Heritage Month  
Cholesterol Awareness Month

### OCTOBER

Pizza Month  
Fall Harvest  
Winter Car Care Month  
Fire Prevention Month  
Family Health Month  
Breast Cancer Awareness Month  
Dessert Month  
Pasta Month  
Pork Month  
Fall Wedding Planning Season  
School Lunch Month  
Vegetarian Awareness Month  
Oktoberfest

### NOVEMBER

Diabetes Month  
Winter Auto Maintenance  
Peanut Butter Lovers' Month  
Holiday Entertaining  
One-Pot Meals  
Your First Dinner Party

### DECEMBER

Resolutions  
Hors d'Oeuvres  
Gift Giving  
Holiday Home Decorating