

2012 COVER AND CLOSING INFORMATION

WOMEN'S NETWORK

MONTHLY COVERS	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.
On Sale**	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Good Housekeeping	1/10	2/7	3/6	4/10	5/8	6/5	7/10	8/14	9/11	10/9	11/6	12/11
Redbook	1/24	2/21	3/20	4/24	5/22	6/26	7/24	8/21	9/25	10/23	11/20	12/18
Woman's Day	1/10	2/7	3/6	4/10	5/8	6/5	7/3	8/7	9/14	10/9	11/16	12/20
Space Reservations	11/1	12/1	1/1	2/1	3/1	4/1	5/1	6/1	7/1	8/1	9/1	10/1
Materials Due	11/15	12/15	1/16	2/15	3/15	4/16	5/15	6/15	7/16	8/15	9/14	10/15

**Estimated In-Market Delivery Dates

Revised 11/09/11



GENERAL PLANNING CALENDAR FOR 2012

JANUARY

1 - New Years Day
16 - Martin Luther King, Jr.

FEBRUARY

5 - Super Bowl
14 - Valentines Day

MARCH

17 - St. Patrick's Day

APRIL

8 - Easter
7 - Passover

MAY

13 - Mother's Day
28 - Memorial Day

JUNE

14 - Flag Day
17 - Father's Day

JULY

4 - Independence Day

AUGUST

Back to School

SEPTEMBER

3 - Labor Day
17 - Rosh Hashanah

OCTOBER

8 - Columbus Day
31 - Halloween

NOVEMBER

12 - Veterans Day
22 - Thanksgiving

DECEMBER

8 - Hanukkah
25 - Christmas Day