

2012 COVER AND CLOSING INFORMATION

seventeen

| MONTHLY COVERS | Feb. | Mar. | Apr. | May | Jun/Jul | Aug. | Sept. | Oct. | Nov. | Dec/Jan |
|--------------------|-------|-------|------|------|---------|------|-------|-------|------|---------|
| On Sale** | Jan. | Feb. | Mar. | Apr. | May | July | Aug. | Sept. | Oct. | Nov. |
| Seventeen | 1/3 | 2/7 | 3/6 | 4/10 | 5/23 | 7/3 | 8/7 | 9/11 | 10/9 | 11/13 |
| Space Reservations | 11/1 | 12/1 | 1/1 | 2/1 | 3/1 | 5/1 | 6/1 | 7/1 | 8/1 | 9/1 |
| Materials Due | 11/15 | 12/15 | 1/16 | 2/15 | 3/14 | 5/15 | 6/15 | 7/16 | 8/15 | 9/14 |



**Estimated In-Market Delivery Dates

Revised 09/08/11

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