



2012 Editorial Calendar

for *IN New York Magazine*

Every issue of this portable, must-have monthly magazine with celebrity covers incorporates shopping, dining, theater, music, dance, attractions, spas, museums, art, antiques & collectibles. Each issue also includes detailed maps.

ISSUE DATE	EDITORIAL FOCUS	ADVERTISING CLOSING DATE	MATERIALS DEADLINE
JAN	Winter Warm-Up Advertorial: Hotel	Tues., Nov. 22	Wed., Nov. 30
FEB	Special Dining Issue PLUS: Romantic Gift Guide	Tues., Dec. 20	Wed., Dec. 28
MAR	International State of Mind	Tues., Jan. 24	Mon., Jan. 30
APR	Spring Awakening	Wed., Feb. 22	Tues., Feb. 28
MAY	Special Dining Issue PLUS: The City in Bloom	Fri., Mar. 23	Thurs., Mar. 29
JUN	Special Entertainment Issue Advertorial: Hotels	Mon., Apr. 23	Fri., Apr. 27
JUL	Hot Fun in Summer Family Activities & Entertainment	Mon., May 21	Fri., May 25
AUG	Cool New York What's Hip for the Kid in All of Us	Fri., Jun. 22	Thurs., Jun. 28
SEPT	Special Fashion and Home Décor Issue	Mon., Jul. 23	Mon., July 30
OCT	Fall in Focus	Fri., Aug. 24	Tues., Aug. 28
NOV	Special Dining Issue PLUS: Gift Guide	Mon., Sept. 24	Fri., Sept. 28
DEC	Special Gift Guide Issue PLUS: Entertainment	Wed., Oct. 24	Tues., Oct. 30

Additional editorial opportunities in our Property Values, Travel Notes and Business Class sections.

IMPORTANT NOTE: Editorial content is subject to change without notice. For further information or to advertise, contact your account manager or Michelle Spaulding at 212.716.2785

THE RIGHT READERS. THE RIGHT RESPONSE. THE RIGHT RETURNS.

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Published by
MVPINNY
03.22.2012