

2012 EDITORIAL CALENDAR



2012 MARKS MIDWEST LIVING'S 25TH ANNIVERSARY. Throughout the year, we will feature stories that will explore, savor and celebrate the essence of Midwest Living and the spirit of the region that has given us so much.

Midwest Living is the leading lifestyle media brand that explores the region, savors its unique flavors and celebrates the people who make the Midwest shine.

The exploration unfolds with an insider's view of the hidden gems of the Midwest: places to go, things to see and do, all through the eyes of Midwesterners. Food and cooking are true passions of the Midwest Living reader. Each issue offers sweet and savory recipes, tested for flavor, prepared with indigenous ingredients and photographed in mouth-watering splendor. Midwest Living delivers over 4 million* active Midwesterners who love where they live and come to the brand to enhance their lives. We celebrate their accomplishments, their spirit and their commitment to a better tomorrow.



	TRAVEL	FOOD	HOME	GARDEN	LIFESTYLE
January/ February Ad Close: 11/8/11 On Sale: 1/3/12	10 Best Things About Winter Best New Places to Eat, Play & Stay Warm Weather Getaway—Santa Fe Destination: Granville, Ohio	Our All-Time Best Recipes The Great Chili Search	St. Louis Multi-tasking Kitchen Island/Office The New Neutrals Storage Tips	5 No-Maintenance House Plants	DISCOVERIES: Destination Valentine Dinners LIFE: The Art of Snowshoeing
March/ April Ad Close: 1/10/12 On Sale: 3/6/12	Cincinnati in Spring Pella, Iowa's, Tulip Time Mystery Tours	Best of the Bakeshops 2 nd Annual Best of the Midwest Recipe Contest	Idea Home: Des Moines Ronald McDonald House Off-the-Rack Decorating	Spring Garden in Illinois Long-Blooming Perennials	A Guide to Mushroom Hunting Wildlife Refuges LIFE: How I Saved A Barn DISCOVERIES: Farmhouse B&Bs
May/June Ad Close: 2/28/12 On Sale: 4/24/12	Go/Unpack/Explore—Petoskey, Michigan North Dakota Badlands Road Trip A Guide to Green Bay, Wisconsin	Our 25 Favorite Midwest Burgers Farmers' Market Secrets S'mores Grilled Summer Salads	Indiana Lake Home Hand-crafted Tabletops Low-cost Wall Art	Door County Art Garden Top Native Plant Picks Guide to Herbs	LIFE: Spirit of the MW Awards DISCOVERIES: Secret Waterfalls
July/August Ad Close: 4/24/12 On Sale: 6/19/12	Cooler by the Lake A Weekend in Chadron, Nebraska Kansas City, Missouri's, River Market	Ultimate Cycling Food Tour Blue-Ribbon Winners Eating a la Cart—The Region's Best Food Trucks	Lake Cottage in Michigan The New Look of Country	Artistic Garden in Door County, Wisconsin Secrets to Small-Space Gardening How to Arrange Flowers	LIFE: Grand Rapids, Michigan Public Swing Dancing DISCOVERIES: Secret Gardens
September/ October Ad Close: 6/19/12 On Sale: 8/14/12	25 Essential Midwest Trips Southern Illinois Wine Country Tour Louisville, Kentucky Great Cemetery Tours	Native Harvest 1 Recipe, 2 Meals Apple Recipes Joints Where A Dollar Still Goes A Long Way	Ohio Barn House 5 Great Decorating Shops Fall Decorating	Chicago Fall Garden	LIFE: PTSD Therapy Dogs
November/ December Ad Close: 8/14/12 On Sale: 10/9/12	Hoosier-crafted Christmas 25 Top Spots to Experience Christmas	Inns'/Lodges' Best Holiday Foods	Christmas Décor	Christmas Table Arrangements	

* Source: MRI Fall 2010.

Note: Edit subject to change.

To view the Midwest Living Online Media Kit, log on to midwestliving.com/mediakit.

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