

2011 EDITORIAL CALENDAR

IN EVERY ISSUE: Fashion, Shopping, Real Estate, Health, Dining, Calendar, Home, Arts, Party Pictures, Luxury Living



January 2011 *The New Sarasota* Ad Close: Nov. 5, 2010 Materials Due: Nov. 16, 2010

- Editorial Features**
- The New Sarasota
 - Newcomers of Note
 - Fashion
 - The New Beauty

- Ad Special Sections**
- Who's Who in Wealth and Finance (full-page profiles)
 - Jewels on the Bay Showhouse
 - Shopping Destinations (4-issue buy: January-April 2011)

- Bonus Distribution**
- Perlman Music Program Gala
 - Van Wezel Foundation Gala
 - Catholic Charities Annual Ball
 - And other high-profile events



February 2011 *Healthy Living* Ad Close: Dec. 3, 2010 Materials Due: Dec. 12, 2010

- Editorial Features**
- Outdoor Adventures
 - Lifelong Vitality
 - Fitness Legends
 - Luxury Home: Island Living

- Ad Special Sections**
- Sarasota Orchestra Designer Showcase
 - The Feel Good Guide (Q&A section)
 - Who's Who in Health (full-page profiles)
 - Shopping Destinations (4-issue buy: January-April 2011)

- Bonus Distribution**
- Sarasota Exotic Car Fest
 - New College Foundation 50th Anniversary Tribute Dinner
 - Asolo Repertory Theatre Gala
 - And other high-profile events



March 2011 *Boomers in Paradise* Ad Close: Jan. 5, 2011 Materials Due: Jan. 14, 2011

- Editorial Features**
- Entrepreneurs & Change Agents
 - Fashion
 - Lifelong Brainpower
 - Resource Guide: Retirement Living

- Ad Special Sections**
- The Feel Good Guide (Q&A section)
 - Pet Must-Haves
 - Shopping Destinations (4-issue buy: January-April 2011)

- Bonus Distribution**
- Sarasota Orchestra Gala
 - Women's Resource Center Renaissance Luncheon
 - Planned Parenthood Annual Dinner
 - And other high-profile events



April 2011 *Food & Wine* Ad Close: Feb. 9, 2011 Materials Due: Feb. 18, 2011

- Editorial Features**
- Fresh & Healthy Discoveries
 - Hot Restaurants
 - Kitchen Chic
 - Luxury Home: Planned Community Living

- Ad Special Sections**
- Chef's Profiles and Recipes
 - Top Dentists
 - Shopping Destinations (4-issue buy: January-April 2011)

- Bonus Distribution**
- Florida Winefest and other high-profile events



May 2011 *Best of Sarasota* Ad Close: March 9, 2011 Materials Due: March 18, 2011

- Editorial Features**
- Best of Sarasota Winners
 - Excellence in Education

- Ad Special Sections**
- Best of Sarasota
 - Shopping Destinations (3-issue buy: May-July 2011)

- Bonus Distribution**
- Sarasota Family YMCA Element Au Gala
 - Best of *Sarasota* Magazine signature party
 - And other high-profile events



June 2011 *Top Doctors* Ad Close: April 6, 2011 Materials Due: April 15, 2011

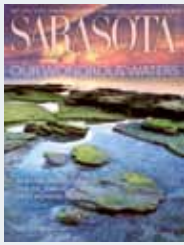
- Editorial Features**
- Top Doctors
 - Medical Milestones
 - Luxury Home: Country Club Living

- Ad Special Sections**
- Top Doctors (profile section)
 - Golf and Country Club Living (2-issue buy; also appears in Nov. 2011)
 - Fitness Resource Guide
 - Shopping Destinations (3-issue buy: May-July 2011)

- Bonus Distribution**
- *Sarasota* Magazine's Top Doctors party
 - And other high-profile events
 - Plus expanded newsstand distribution at area grocery and pharmacy chains

SARASOTA MAGAZINE®

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July 2011

Summer Chill

Ad Close: May 11, 2011

Materials Due: May 20, 2011

Editorial Features

- Young Leaders & Creatives
- Cool Summer Fun
- Fashion

Ad Special Sections

- 5 Star Realty
- Getaways and Staycations
- Shopping Destinations
(3-issue buy: May-July 2011)

Bonus Distribution

- Select high-profile events
- 3-months in 75-plus hotels



August 2011

The Platinum Issue

Ad Close: June 8, 2011

Materials Due: June 17, 2011

Editorial Features

- The Platinum 100 Retailers
- Luxury Weddings
- Heirlooms and Treasures

Ad Special Sections

- Platinum Weddings
- Galleries
- Top 100

Bonus Distribution

- Year-round at high-profile events



September 2011 **Charity Register**

Ad Close: July 13, 2011

Materials Due: July 22, 2011

Editorial Features

- Charity Register: Guide to Nonprofits
- Smart Giving
- Parties of the Year
- Social Calendar

Ad Special Sections

- Why We Give/Philanthropy Matters

Bonus Distribution

- Year-round at high-profile events, including the 2011 Charity Register launch party, mailed to high-net-worth area philanthropists by the Community Foundation of Sarasota County



October 2011 **Home & Design**

Ad Close: Aug. 10, 2011

Materials Due: Aug. 19, 2011

Editorial Features

- Editorial Features
- Great Homes
- Design Trends
- Luxury Home: Waterfront Living

Ad Special Sections

- Who's Who in Real Estate and Design
- Sarasota Dining
(10-issue buy: Oct. 2011-July 2012)
- Shopping Destinations
(3-issue buy: Oct.-Dec. 2011)

Bonus Distribution

- Select high-profile events



November 2011 **Season Preview**

Ad Close: Sept. 7, 2011

Materials Due: Sept. 16, 2011

Editorial Features

- Season's Preview
- Arts Calendar
- Gala Fashions
- Luxury Home: Downtown Living

Ad Special Sections

- Golf and Country Club Living (reprinted section)
- 5 Star Wealth Managers
- Top Lawyers Lexis/Nexis
- Shopping Destinations (3-issue buy: Oct.-Dec. 2011)

Bonus Distribution

- Sarasota Magazine's Season Preview party
- Sarasota Magazine's Top Lawyers party
- And other high-profile events



December 2011 **Visitor's Annual**

Ad Close: Oct. 11, 2011

Materials Due: Oct. 20, 2011

Editorial Features

- Insider's Guide: Beaches, arts, shopping, more
- Top Resorts
- Luxury Home: Your Sarasota Vacation Home

Ad Special Sections

- 5 Star realty
- Shopping Destinations
(3-issue buy: Oct.-Dec. 2011)

Bonus Distribution

- Year-round at select high-profile events
- Hard-cover version distributed to 75-plus hotels



Holiday Gift Guide

Ad Close: Sept. 30, 2011

Materials Due: Oct. 7, 2011

Editorial Features

- Seasonal Treasures
- Holiday Entertaining

Bonus Distribution

- Mailed to a select group of high-net-worth addresses
- On newsstands around town
- Ringling Museum Holiday Event

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