

2008 Editorial Calendar



1421-C Orchard Drive • Charlotte, N.C. 28270 • Phone: 704.849.2261 • Fax: 704.849.2504

Health & Wellness – New Year

(Content-Focused Issue)

Packed with the latest health and wellness developments in Charlotte, this themed issue is perfect for medical professionals in the Charlotte market.

Issue Date (CWeekly & UC Weekly): January 18

Summer Camp Guide

(Special Advertising Section)

If you need to fill your summer camps, then the *Weekly's* Summer Camp Guides are the perfect fit. These special sections offer a cost-effective advertising vehicle that reaches your target market during the peak enrollment period.

**Issue Dates (CWeekly Only): February 8, 22
March 7, 21
April 4, 18**

Health & Fitness

(Content-Focused Issue)

Our health and fitness articles feature advice to keep you feeling and looking your best during the hot summer.

Issue Date (CWeekly & UC Weekly): May 23

Home & Garden

(Special Pullout Section)

If you want to reach homeowners, we've got them. With 70% of our circulation home-delivered to most of Charlotte's well-known neighborhoods, this special pullout section is a demographic dream. From the latest in real estate trends, new communities, home decor, remodeling, and gardening and landscaping, this is a perfect fit for those in the home service, real estate, and homebuilder industries.

Issue Date (CWeekly & UC Weekly): May 30

Back-To-School

(Content-Focused Issue)

It's that time again. Make sure to advertise in both special issues covering Charlotte's private and public schools...a must for any school or educational venue!

**Issue Dates (CWeekly & UC Weekly): August 8
August 22**

Football Preview

(Special Pullout Section)

The must-read high school football section of the year. Our football preview sets the table for every high school football team in the county, which includes more than 30 public and private schools. Get the lowdown on every area team through in-depth feature stories, schedules and capsules before the year's first kickoff.

Issue Date (CWeekly Only): August 15

2008-2009 Performing Arts Preview

(Special Pullout Section)

Be the first to sign up for the *Charlotte Weekly's* performing arts preview. A must-have for every cultural arts enthusiast. Includes an informative guide on where to go for your complete night out on the bustling Charlotte arts scene.

Issue Date (CWeekly Only): August 22

Health & Wellness – Winter

(Content-Focused Issue)

This issue's health and wellness articles feature advice to keep you feeling your best during the winter season.

Issue Date (CWeekly & UC Weekly): October 31

Home & Garden

(Special Pullout Section)

If you want to reach homeowners, we've got them. With 70% of our circulation home-delivered to most of Charlotte's well-known neighborhoods, this special pullout section is a demographic dream. From the latest in real estate trends, new communities, home decor, remodeling, and gardening and landscaping, this is a perfect fit for those in the home service, real estate, and homebuilder industries.

Issue Date (CWeekly & UC Weekly): October 31

Celebrate The Season

(Content-Focused Issue)

Celebrate The Season will feature all things related to celebrating the holidays. With editor's gift picks, tips for holiday entertaining, dining, and decorating, these will be the issues you won't want to miss.

**Issue Dates (CWeekly Only): November 21
December 19**