

# 2008 Editorial Calendar

# 2008



Newsday's  
**parents & children**  
LONG ISLAND

Issue	Editorial Theme	Advertorial
<b>JANUARY</b> Reservations/Set Copy: 12/3/07 Electronic Files 12/10/07	<i>5th Annual Resource Guide</i>	
<b>FEBRUARY</b> Reservations/Set Copy: 1/4/08 Electronic Files 1/11/08	<i>Camp Directory: 9th Annual Town-by-Town Guide, sleepaways, specialty camps.</i> <b>EVENT DISTRIBUTION: 2ND ANNUAL CAMP EXPO</b>	Camps
<b>MARCH</b> Reservations/Set Copy: 2/1/08 Electronic Files 2/8/08	<i>Birthday Parties/Teens:</i> Celebrate spring, party planning.	Party Catering Halls
<b>APRIL</b> Reservations/Set Copy: 3/3/08 Electronic Files 3/10/08	<i>Organizing Your Home:</i> Home improvement, gardening, financial planning.	Financial Institutions Professional Services
<b>MAY</b> Reservations/Set Copy: 4/1/08 Electronic Files 4/8/08	<i>Family Living/Health &amp; Safety:</i> Mother's Day, relevant health topics.	Health
<b>JUNE</b> Reservations/Set Copy: 5/02/08 Electronic Files 5/9/08	<i>The Ultimate Island Summer Guide:</i> Arts, sports, fitness, local activities, Father's Day.	Summer Fun I Camps
<b>JULY</b> Reservations/Set Copy: 6/6/08 Electronic Files 6/13/08	<i>Pregnancy &amp; Birth</i> You and your baby, safety, health, new products.	Summer Fun II Preschools
<b>AUGUST</b> Reservations/Set Copy: 7/2/08 Electronic Files 7/9/08	<i>Back-to-School:</i> Make the most of the school year, supplies, teen and college-bound stories.	Back-to-school I
<b>SEPTEMBER</b> Reservations/Set Copy: 8/1/08 Electronic Files 8/8/08	<i>Back-to-School II:</i> After-school activities and other school stories, plus early fall enrichment, auto safety.	Back-to-school II Nutrition & Fitness Automotive
<b>OCTOBER</b> Reservations/Set Copy: 9/5/08 Electronic Files 9/12/08	<i>Halloween and Other Fall Fun:</i> Costumes, parties, safety, fun family events.	Fall Fun & Activities Fall/ Winter Travel
<b>NOVEMBER</b> Reservations/Set Copy: 10/3/08 Electronic Files 10/10/08	<i>Taking Care of You:</i> Fitness, health for parents, Holiday Gift Guide Part I	Colleges & Universities Special Needs
<b>DECEMBER</b> Reservations/Set Copy: 11/3/08 Electronic Files 11/10/08	<i>Holidays:</i> Gift Guide Part II, winter travel, skiing, holiday ideas.	Preschool/Childcare

Deadline dates are subject to change.

 [www.liparent.com](http://www.liparent.com)