2017 MONTHLY EDITORIAL THEMES

JANUARY
Insertion date: Nov. 23, 2016
• Getting organized at home
• Financial planning tune-up
• Family fitness

FEBRUARY
Insertion date: Dec. 28, 2016
• Parents Night Out ideas
• The Valley’s youngest entrepreneurs

MARCH
Insertion date: Jan. 25, 2017
Our complete summer planning guide!
• Summer day camps in Maricopa County
• Overnight camps in the Southwest and beyond

APRIL
Insertion date: Feb. 22, 2017
Our “birth to 5” guide
• Pregnancy and babies
• Early childhood “need to knows”
• Maricopa County preschools

MAY
Insertion date: March 22, 2017
• Swim and water-safety issue
• Mother’s Day feature and gifts guide

JUNE
Insertion date: April 26, 2017
• Summer travel and staycations
• Father’s Day feature

JULY
Insertion date: May 24, 2017
• Summer travel
• Stay-cool indoor and evening activities

AUGUST
Insertion date: June 21, 2017
• Special needs resources
• Back-to-school coverage

SEPTEMBER
Insertion date: July 26, 2017
• Arts and performing-arts issue
• Kids and family dining guide

OCTOBER
Insertion date: Aug. 23, 2017
• Kids and technology
• Birthday-party planning guide
• Fall break travel ideas

NOVEMBER
Insertion date: Sept. 20, 2017
• Trends in education
• Holiday gift guide
• “Giving back” opportunities

2017 SCHOOLS, ETC.
Insertion date: September 27, 2017
A guide to K-12 education in Arizona

DECEMBER
Insertion date: Oct. 25, 2017
• Holiday traditions, memories
• Holiday gift guide
• Hometown Heroes - volunteer profiles