

# RAK MAGAZINE

## 2018 MONTHLY EDITORIAL THEMES AND ANNUAL EVENTS

### JANUARY

**Insertion date:** Nov. 22, 2017

- Getting organized at home
- Financial planning tune-up
- Family fitness

### FEBRUARY

**Insertion date:** Dec. 27, 2017

- Parents Night Out ideas
- STEM/STEAM

### MARCH\*

**Insertion date:** Jan. 24, 2018

Our complete summer planning guide!

- Summer day camps in Maricopa County
- Overnight camps in the Southwest and beyond

### APRIL

**Insertion date:** Feb. 21, 2018

Our "birth to 5" guide

- Pregnancy and babies
- Early childhood "need to knows"

### MAY

**Insertion date:** Mar. 21, 2018

- Swim and water-safety issue
- Mother's Day feature and gift guide

### JUNE/JULY

**Insertion date:** Apr. 25, 2018

- Summer travel and staycations
- Father's Day feature
- Stay-cool indoor and evening activities

### AUGUST\*

**Insertion date:** Jun. 20, 2018

- Special needs resources
- Back-to-school coverage

### SEPTEMBER

**Insertion date:** Jul. 25, 2018

- Performing arts preview
- Kids and family dining guide

### OCTOBER

**Insertion date:** Aug. 22, 2018

- Kids and technology
- Birthday-party planning guide
- Fall break travel ideas

### NOVEMBER\*

**Insertion date:** Sept. 19, 2018

- Trends in education
- Holiday gift guide
- "Giving back" opportunities

### 2018 SCHOOLS, ETC.\*

**Insertion date:** Sept. 26, 2018

An annual guide to K-12 education in greater Phoenix.

### DECEMBER

**Insertion date:** Oct. 24, 2018

- Holiday traditions, memories
- Holiday gift guide
- Hometown Heroes - volunteer profiles

*\* Issue will be passed out at an annual RAK event.*

### RAK EVENTS

We put parents face-to-face with resources!



### FEBRUARY 2018

March issue will be handed out at this annual event. Ask about sponsor or exhibitor opportunities



RESOURCE FAIR

### AUGUST 2018

August issue will be handed out at this annual event. Ask about sponsor or exhibitor opportunities



### NOVEMBER 2018

November issue and 2018 "Schools, etc." will be handed out at this annual event. Ask about sponsor or exhibitor opportunities

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