

**FIRST QUARTER****High Readership!****January**

Published: Dec. 27  
 Ad Deadline: Dec. 16  
 Camera Ready: Dec. 20  
 Editorial: Dec. 9

**Editorial Focus**

- Year in Review

**Advertising Promotions**

- School Choice Guide
- Health & Fitness

**February**

Published: Jan. 24  
 Ad Deadline: Jan. 13  
 Camera Ready: Jan. 17  
 Editorial: Jan. 6

**Editorial Focus**

- Family/Relationships

**Advertising Promotions**

- Valentine's Day
- Tax & Finance

**March**

Published: Feb. 21  
 Ad Deadline: Feb. 10  
 Camera Ready: Feb. 14  
 Editorial: Feb. 3

**Editorial Focus**

- Commerce

**Advertising Promotions**

- Home Improvement
- Tax & Finance

**SECOND QUARTER****High Readership!****April**

Published: March 27  
 Ad Deadline: March 16  
 Camera Ready: March 20  
 Editorial: March 9

**Editorial Focus**

- Transportation

**Advertising Promotions**

- Earth Day
- St. Paul Art Crawl

**May**

Published: April 24  
 Ad Deadline: April 13  
 Camera Ready: April 17  
 Editorial: April 6

**Editorial Focus**

- State of the City

**Advertising Promotions**

- Cinco de Mayo Fiesta
- West St. Paul Days

**June**

Published: May 22  
 Ad Deadline: May 11  
 Camera Ready: May 15  
 Editorial: May 4

**Editorial Focus**

- Housing

**Advertising Promotions**

- Summer Event Guide

**THIRD QUARTER****High Readership!****July**

Published: June 26  
 Ad Deadline: June 15  
 Camera Ready: June 19  
 Editorial: June 8

**Editorial Focus**

- Summer Fun Guide

**Advertising Promotions**

- Summer Fun
- Kaposia Days

**August**

Published: July 24  
 Ad Deadline: July 13  
 Camera Ready: July 17  
 Editorial: July 6

**Editorial Focus**

- Back to School

**Advertising Promotions**

- Back to School

**September**

Published: Aug. 28  
 Ad Deadline: Aug. 17  
 Camera Ready: Aug. 21  
 Editorial: Aug. 10

**Editorial Focus**

- Education

**Advertising Promotions**

- Home Improvement
- Mexican Independence

**FOURTH QUARTER****High Readership!****October**

Published: Sept. 25  
 Ad Deadline: Sept. 14  
 Camera Ready: Sept. 18  
 Editorial: Sept. 7

**Editorial Focus**

- Community Service

**Advertising Promotions**

- On the Road Again
- St. Paul Art Crawl
- Hispanic Heritage Month

**November**

Published: Oct. 23  
 Ad Deadline: Oct. 12  
 Camera Ready: Oct. 16  
 Editorial: Oct. 5

**Editorial Focus**

- Political

**Advertising Promotions**

- Holiday Event Guide
- Thanksgiving

**December**

Published: Nov. 27  
 Ad Deadline: Nov. 16  
 Camera Ready: Nov. 20  
 Editorial: Nov. 9

**Editorial Focus**

- Holidays/Traditions

**Advertising Promotions**

- Holiday Greetings
- Holiday Entertainment