

SPECIAL SECTIONS

ADVERTISING OPPORTUNITIES

EDUCATION - *Publishes January 21, 2011*

A look at education from nursery schools to college and universities and more.

CELEBRATIONS – *Publishes February 25, 2011*

Help plan the perfect event — wedding, bar/bat mitzvah, sweet 16 or anniversary — right down to the last detail. Let your business make all these memories come true.

TODAY'S WOMAN – *Publishes March 11, 2011*

Today's woman is smart and savvy. She is a mother, wife, businesswoman and a consumer looking for quality goods and services. The section includes spring fashions, health, diet & fitness.

KIDS – *Publishes March 27, 2011*

Special section devoted to our number one resource our KIDS!! Featuring a guide to area nursery schools, medical and nutrition updates, fun things to do with your kids, the winners of our annual COVER KIDS Contest and much more.

HOME & GARDEN – *Publishes April 22, 2011*

There's no place like home. Here is the opportunity to capture the attention of Westchester's most affluent homeowners with the latest design trends, best bets for home maintenance, renovation and repair, secrets for your garden and what's hot in furnishings and accessories.

GRADUATION – *Publishes July 1, 2011*

Show our graduates you're proud of their accomplishments with this keepsake edition.

BACK TO SCHOOL – *Publishes August 26, 2011*

It's time to get the kids ready for school including updates on local schools, trends in education, new programs, facilities, what to wear and much more.

FALL FASHION – *Publishes September 16, 2011*

As temperatures cool, fall fashion heats up the forecast with new styles, colors and fabrics to dazzle and enchant. For women, for men. and for the younger set.

HEALTH & FITNESS – *Publishes October 7, 2011*

The perfect prescription for tapping into the lucrative health-minded market. Featuring the latest in nutrition news, medical news and new trends on the fitness and beauty front.

READ ALL ABOUT US - *Publishes November 11, 2011*

A unique concept in advertising. A 4-color format that targets the friendly, personalized touch that suburban shoppers crave. A great lead in for the holiday season as well as keepsake directory that customers will use throughout the year.

