

EDITORIAL CALENDAR 2010

HOMES & COMMUNITY	HEALTH & FITNESS	FAMILY & EDUCATION	HOME IMPROVEMENT	FOOD & WINE	TRAVEL & ENTERTAINMENT	SHOPPING & BOOKS	NEW AUTOS
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JANUARY >

HOME DESIGNS:
Window Treatments, Walls & Fabrics
HOME ELEMENTS:
Increasing Home Values
HEALTH & WELL-BEING:
Cosmetic Surgery & Dermatology
Medical Profiles
Healthy Weight Month
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Private Schools & Learning
Valentine's Day & Weddings

FEBRUARY >

HOME DESIGNS:
Window Treatments, Walls & Fabrics
HOME ELEMENTS:
Increasing Home Values
HEALTH & WELL-BEING:
Cosmetic Dentistry & Orthodontics
Heart Healthy Month
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Private Schools & Learning
Valentine's Day & Weddings
Real Estate & Development

MARCH >

HOME DESIGNS:
Furniture, Rugs & Accessories
HOME ELEMENTS:
Great Outdoors
HEALTH & WELL-BEING:
Cosmetic Dentistry & Orthodontics
Colorectal Cancer Month
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Real Estate & Development
Country Clubs
Easter Worship

APRIL >

HOME DESIGNS:
Furniture, Rugs & Accessories
HOME ELEMENTS:
Great Outdoors
HEALTH & WELL-BEING:
Family Health
Skin Cancer Awareness Month
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Summer Programs for Kids
Spring Fashion
Spas & Salons
Banking & Finance

MAY >

HOME DESIGNS:
Kitchens & Baths
HOME ELEMENTS:
Floors, Countertops
HEALTH & WELL-BEING:
Family Health
Women's Health Month
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Summer Programs for Kids
Spring Fashion
Veterinary Services
Mother's Day Jewelry and Gifts

JUNE >

HOME DESIGNS:
Kitchens & Baths
HOME ELEMENTS:
Floors & Countertops
HEALTH & WELL-BEING:
Cosmetic Surgery & Dermatology
Men's Health Month
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Progress & Growth
Father's Day/Grads
Attorney Profiles & Insurance Profiles

JULY >

HOME DESIGNS:
Window Treatments, Walls & Fabrics
HOME ELEMENTS:
Increasing Home Values
HEALTH & WELL-BEING:
Cosmetic Surgery & Dermatology
Medical Profiles
Healthy Vision Month
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Progress & Growth
Private Schools & Learning

AUGUST >

HOME DESIGNS:
Window Treatments, Walls & Fabrics
HOME ELEMENTS:
Increasing Home Values
HEALTH & WELL-BEING:
Cosmetic Dentistry & Orthodontics
Physical Fitness & Sports Medicine
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Private Schools & Learning
Spas & Salons

SEPTEMBER >

HOME DESIGNS:
Furniture, Rugs & Accessories
HOME ELEMENTS:
Great Outdoors
HEALTH & WELL-BEING:
Cosmetic Dentistry & Orthodontics
Healthy Aging Month
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Fall Fashion
Real Estate & Development
Banking and Finance

OCTOBER >

HOME DESIGNS:
Furniture, Rugs & Accessories
HOME ELEMENTS:
Great Outdoors
HEALTH & WELL-BEING:
Family Health
Breast Cancer Awareness Month
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Real Estate & Development
Fall Fashion

NOVEMBER >

HOME DESIGNS:
Kitchens & Baths
HOME ELEMENTS:
Floors, Countertops
HEALTH & WELL-BEING:
Family Health
Healthy Lung Month
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Holiday Gift Guide
Holiday Dining & Catering
Attorney Profiles & Insurance Profiles

DECEMBER >

HOME DESIGNS:
Kitchens & Baths
HOME ELEMENTS:
Floors, Countertops
HEALTH & WELL-BEING:
Cosmetic Surgery & Dermatology
Sleep Awareness Month
TRAVEL: Seasonal Destinations
SPECIAL PROMOTIONS:
Holiday Gift Guide
Holiday Dining & Catering
Worship

PUBLICATION SUMMARY *Lifestyles & Homes*

All five zoned 'Lifestyle' publications are direct-mailed monthly to preferred demographics in Houston and its upscale suburbs: Fort Bend County, The Woodlands, Cy-Fair and Katy. Founded in 1987, total monthly circulation is 205,000. Houston ranks #5 in the nation for elevated income levels, according to a new research study. Residents enjoy diverse shopping and dining and a booming business environment.

OUR HOUSTON PUBLICATION

Houston Lifestyles & Homes is mailed to Houston's preferred neighborhoods. Our reader average income is \$99,470 and are mostly college educated, middle to upper class. They spend heavily on home improvement, fashion, education, health, beauty, fitness, dining and entertainment, new autos and travel.

OUR SUBURBAN PUBLICATIONS

Suburban publications are circulated in Houston's fastest growing communities. Areas are defined by master planned communities, country clubs, and exceptional school districts. The readers are mostly college educated, middle to upper class, with school-aged children. Residents enjoy diverse shopping and dining and a booming business environment.

OUR CONTENT

Monthly local content includes beautifully decorated homes, dynamic people and businesses, the social scene, happenings, home improvement, health, beauty and fitness, school and student news, travel, new products, autos, gardening, food and wine, historical and shopping.

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