

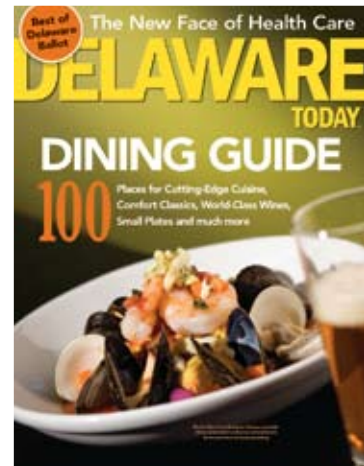
The lifestyle  
authority of the  
FIRST STATE

**DELAWARE  
TODAY®**

In print.  
In person.  
Online.

*A division of*  
Today Media,  
Inc.

# 2010 Editorial & Advertising Calendar



# Specialty Publications

# Editorial Mission

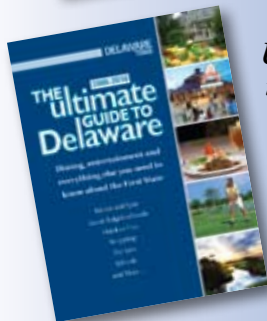
We offer specialty publications to help you target valuable niche markets.



**Delaware Bride**  
A biannual magazine with the look and style of a gorgeous national bridal publication, covered for its focus on local resources.



**Health + Wellness**  
Health and fitness continue to be at the center of national discussion. Our biannual magazine addresses these issues with a local perspective.



**Ultimate Guide to Delaware**  
Easy to read, entertaining, and packed with valuable resources for new residents and visitors to Delaware.

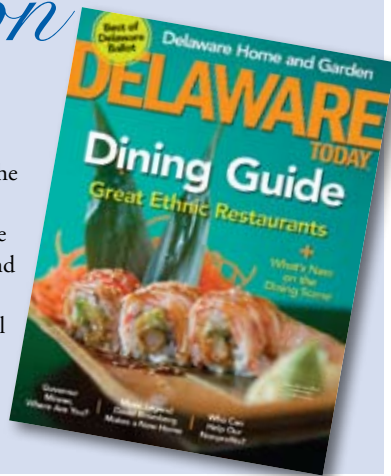


**Main Line Today**  
A monthly lifestyle magazine covering the Philadelphia's fabled Main Line and Western Suburbs.



**Custom Publications**  
Tap the experience of Today Media, Inc. to create and produce your next custom publication.

**Delaware Today** is the only magazine that serves the entire state. It is dedicated to providing readers with the most current information about local lifestyle and leisure trends while taking an unflinching look at the people and issues that influence the way we live in the First State. In every issue: smart profiles, reports on hot-button local issues, style, home and garden, the social scene, the arts and entertainment calendar, dining and more.



# Event Marketing Opportunities

**Delaware Today** produces several first-class events every year offering unique event marketing opportunities to showcase your company and brand in a meaningful environment. As a sponsor, you may enjoy the benefits of an integrated program that includes print advertising, radio, interactive marketing, direct mail and other public relations initiatives. Many of our events benefit a worthy charity.



# Website

**delawaretoday.com** is a smart guide to life in The First State for readers who want to stay on top of local players, trends, culture, dining and events. It delivers timely insight on everything from entertainment to home and garden trends as well as shopping and the restaurant scene. It's a must-read for Delawareans who want to be kept up to date on local happenings.



# DELAWARE TODAY®

# E-Newsletter

**First Things First** is *Delaware Today's* free weekly e-newsletter, featuring dining, shopping and entertainment.



# 2010 Editorial & Advertising Calendar

In every issue: *First: Social, Political & Business Reporting* *Your Time: Nightlife, Arts & Entertainment*  
*Style: Home, Shopping, Personal Style* *Savor: Dining Reviews & News*

**bold** denotes specialty publications; **green** denotes supplement with bonus distribution

ISSUE	AD CLOSE	AD DUE	ON-SALE DATE	EDITORIAL	AD SECTIONS & PROMOTIONAL SUPPLEMENTS	EVENTS
JANUARY	11/16	11/23	12/25	Schools, Cosmetic Surgery	Educational Resources, Medical Profiles	
FEBRUARY	12/14	12/21	1/22	Semi-Annual Dining Guide, Best of Delaware® Ballot, Home & Garden Expanded Section	American Heart Association, Best of Delaware® Winners Circle, Valentine's Day Gift Guide, Home & Garden "Green" Profiles	Upstate Bridal Show
<b>Delaware Bride</b>	12/28	1/4	2/12	Bridal Fashion, Gifts, Receptions, Planning, Honeymoons, Resource Listings		
MARCH	1/18	1/25	2/26	Real Estate: Best Places to Live, Pets	Realtor Profiles, <b>Kent County Guide</b> , <b>Home Builders Association</b> , <b>Women Today</b> , Women Today Profiles	
APRIL	2/15	2/22	3/26	Where to Fix Anything, Nightlife, Education, <b>Area Golf Guide</b>	<b>In Wilmington</b> ; Weddings, Parties & Celebrations; Educational Resources	Downstate Bridal Show
<b>Health + Wellness</b>	3/1	3/8	4/16	Expert advice from health care providers. <b>Advertise your Medical Profile!</b>		
MAY	3/15	3/22	4/23	Singles, Weekend Travel, Home & Garden Expanded Section	<b>Delaware Breast Cancer Coalition</b> , Mother's Day Gift Guide, Automotive, Home & Garden "Green" Profiles	
<b>Ultimate Guide to Delaware</b>	3/29	4/5	5/18	A county-by-county guide to dining, shopping, arts and entertainment, salons and spas, real estate, education and the great outdoors. <b>Advertise your restaurant's Menu!</b>		
JUNE	4/12	4/19	5/21	Top Dentists, <b>Beach Guide</b> , Education	Dentist Profiles, Father's Day Gift Guide, Newark, Educational Resources	
JULY	5/17	5/24	6/25	Best of Delaware®, Beach	Best of Delaware® Winners Circle	
AUGUST	6/14	6/21	7/23	Semi-Annual Dining Guide, Beach, Home & Garden Expanded Section	Mature Lifestyles, Home & Garden "Green" Profiles	
SEPTEMBER	7/12	7/19	8/20	Arts Season Preview, Salaries, Beauty Guide, <b>Beach Guide</b>	Newark Dining Map	Beauty Bash Girls' Night Out
<b>Delaware Bride</b>	8/2	8/9	9/17	Bridal Fashion, Gifts, Receptions, Planning, Honeymoons, Resource Listings		
OCTOBER	8/16	8/23	9/24	Top Doctors, Education	Medical Profiles, Educational Resources, Holiday Party Planning, Home Builders Home Show	
<b>Health + Wellness</b>	8/30	9/6	10/22	Expert advice from health care providers. <b>Advertise your Medical Profile!</b>		
NOVEMBER	9/13	9/20	10/22	Big Ideas for a Better Delaware, Fashion, Home & Garden Expanded Section	Gift Guide, Automotive, Holiday Dining Guide, Home & Garden "Green" Profiles	
DECEMBER	10/18	10/25	11/26	Delawards for Delawareans who have made an impact! Women In Business	Fashion & Gift Guide, Mature Lifestyles, Women In Business Profiles, Holiday Dining Guide	Women In Business Luncheon



# “... reach customers throughout the state and BEYOND ...”

“We have relied on *Delaware Today* for years to reach our targeted market. People in this community read *Delaware Today* every month and we see benefits in being associated with a prestigious magazine with consistent, targeted readership.”

**Steven Fasick**

**President**

**Wilmington Mortgage**

“Thanks to Delaware Today, we are able to reach classy clientele all over the state of Delaware! I just can't say enough about our great service that we receive from them! We are so happy to be a part of their magazine!”

**Jessica Blakeman**

**Bling Salon and Spa**

“We enjoy working with Delaware Today in a variety of capacities. Delaware Today has been a great source of marketing for our business! The staff is always warm and friendly and are very supportive. They respect our brand identity and have taken the time to understand our business in order to effectively accommodate our needs. Thank you Delaware Today!”

**Laura Novak Photography**

Testimonials

An audit statement offers detailed information about a publication's circulation. It verifies that *Delaware Today* is reaching the number we claim, and covering the area we claim. Magazines that are not audited may ask you to rely on the number of copies that are printed. Be careful. The number of copies printed or the “size of the print run” is not an indication of the number of readers.

**Average Monthly Circulation: 25,634**

**Total Readership: 122,187**

December 2008 Audit Bureau of Circulations Publisher's Statement;  
2006 Delaware Today Subscriber Study, MRI Market Solutions;  
The New Single Copy, January 14, 2008.

**63.8% female**

**36.2% male**

**61.5% are ages 35-64**

**62.9% professional/managerial**

**\$138,900 household income**

**81.9% college educated**

2006 Delaware Today Subscriber Study, MRI Market Solutions.

Paid, Audited  
Circulation

Demographic  
Target

**DELAWARE  
TODAY®**

**delawaretoday.com**

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