

# SACRAMENTO MAGAZINE: 2008 EDITORIAL AND ADVERTISING CALENDAR

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## JANUARY

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40 Under 40

People of the Year (2007) plus Requiem

Bridal/Wedding Feature

Wedding Planner Ad Section

Event: Bridal Showcase at Cal Expo, Date TBA

Sacramento Home & Garden: Dwelling and Garden Notebook

Home & Garden Resource Ad Section

New Home Finder Map

Event: Northern California Home & Landscape Expo at Cal Expo

Sacramento Success Stories Ad Section

Sacramento Shops Ad Section

**AD CLOSE: DECEMBER 4**

## FEBRUARY

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Great Chefs and their Recipes  
Restaurant Guide Ad Section

Sacramento Singles

Survey Results: What Women Think

Sacramento Home & Garden: Dwelling and Garden Notebook

Home & Garden Resource Ad Section

New Home Finder Map

Insert: Charitable Events Registry sponsored by Wells Fargo

Top CEOs Ad Section

Best of Sacramento Hall of Fame Ad Section  
(featuring readers' and editors' picks only)

Sacramento Shops Ad Section

**AD CLOSE: JANUARY 2**

## MARCH

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Special Focus: Wine  
with features on wine bars and more  
Wineries of Distinction Ad Section

Baby Boomers

Sacramento Home & Garden: Dwelling and Garden Notebook

Home & Garden Resource Ad Section

New Home Finder Map

Real Estate Profiles Ad Section

Sacramento Shops Ad Section

**AD CLOSE: FEBRUARY 6**

## APRIL

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Great Bargains

How To Get Rid of Almost Everything

Going Green

including Eco-friendly Fashion

Sacramento Home & Garden: Dwelling and Garden Notebook

Home & Garden Resource Ad Section

New Home Finder Map

Divorce

Expanded Health

Medical Guide Ad Section

Ballot: Subscribers' Choice Dining Awards  
(available only in subscribers' issues)

Attorney Profiles Ad Section

Sacramento Shops Ad Section

**AD CLOSE: MARCH 5**

## MAY

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The Food Issue

Food Features

My First Time

People Helping People Business Awards

Sacramento Home & Garden: Dwelling and Garden Notebook

Home & Garden Resource Ad Section

New Home Finder Map

Special Focus: 12th Annual Northern California Golf Guide

Chef Profiles Ad Section

Sacramento Shops Ad Section

**AD CLOSE: APRIL 1**

## JUNE

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25 Best Dishes  
Restaurant Guide Ad Section

The Great Outdoors

Hiking, biking, swimming, fishing, picnicking and more

Second Homes

Sacramento Home & Garden: Dwelling and Garden Notebook

Home & Garden Resource Ad Section

New Home Finder Map

Ballot: Best of Sacramento (available only in subscribers' issues)

Insert: Sacramento Association of Realtors Masters Club (SAR) 2007

Sacramento Shops Ad Section

**AD CLOSE: MAY 7**

**For 32 years, *Sacramento* magazine has been read by a choice market within a choice market!**

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## JULY

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At Your Service  
A guide to services that will make life easier

The Ultimate Pet Guide

Sacramento Home & Garden: Dwelling and Garden Notebook  
Home & Garden Resource Ad Section  
New Home Finder Map

Special Focus: Medical Guide  
Including a guide for expectant parents  
Medical Profiles Ad Section

Sacramento Success Stories Ad Section

Sacramento Shops Ad Section

Event: California Grape & Gourmet at Cal Expo  
July 10

**AD CLOSE: JUNE 3**

## OCTOBER

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Top Women-Owned Business  
Women in Business Ad Section  
Event: *Sacramento* magazine's Women in Business Networking Reception at the Convention Center, Oct. 2. Event sponsorships available.

Comfort Food/Cozy Restaurants  
Restaurant Guide Ad Section

Condos/Townhouses

Sacramento Home & Garden: Dwelling and Garden Notebook  
Home & Garden Resource Ad Section  
New Home Finder Map

Sacramento Shops Ad Section

Event: Author's Luncheon to Benefit the National Kidney Foundation, Date TBA

**AD CLOSE: SEPTEMBER 2**

## AUGUST

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Readers' Choice Dining Awards (ballot in April 2008 subscribers' issues)  
Restaurant Guide Ad Section

Rating the High Schools

Bridal: Wedding Stuff  
Wedding Planner Ad Section

Event: Bridal Showcase at the Hyatt Regency,  
Date TBA

Sacramento Home & Garden: Dwelling and Garden Notebook  
Home & Garden Resource Ad Section  
New Home Finder Map

Sacramento Shops Ad Section

**AD CLOSE: JULY 1**

## NOVEMBER

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Best of Sacramento (ballot in June 2008 subscribers' issues)

Event: The Party of the Year! *Sacramento* magazines Best of Sacramento Party To Benefit the March of Dimes Dec. 4 at the Sacramento Convention Center. Event sponsorships available.

Sacramento's Best Dressed

Costs of Drunk Driving

Sacramento Home & Garden: Dwelling and Garden Notebook  
Home & Garden Resource Ad Section  
New Home Finder Map

Real Estate Profiles Ad Section

Boutique Madness Ad Section

Sacramento Shops Ad Section

**AD CLOSE: SEPTEMBER 30**

## SEPTEMBER

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The Power 50

Top Docs for Women  
Medical Guide Ad Section

Romantic Getaways

Sacramento Home & Garden: Dwelling and Garden Notebook  
Home & Garden Resource Ad Section  
New Home Finder Map

Home Builder Profiles Ad Section

Sacramento Shops Ad Section

**AD CLOSE: AUGUST 6**

## DECEMBER

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The Shopping Issue

Most Expensive Gifts in the Region

Gifts for Foodies

High-Tech Gifts

Great Volunteers

How To Retire Rich

Health: Survivors  
Medical Profiles Ad Section

Sacramento Home & Garden: Dwelling and Garden Notebook  
Home & Garden Resource Ad Section  
New Home Finder Map

Boutique Madness Ad Section

Sacramento Shops Ad Section

**AD CLOSE: NOVEMBER 5**

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**259,100 READERS PER ISSUE**  
**399,900 DIFFERENT ADULT READERS IN 4 ISSUES**

Source: The June 2007 Media Audit

**FOR ADVERTISING  
INFORMATION**  
**CALL 916.452.6200, EXT. 3039**