

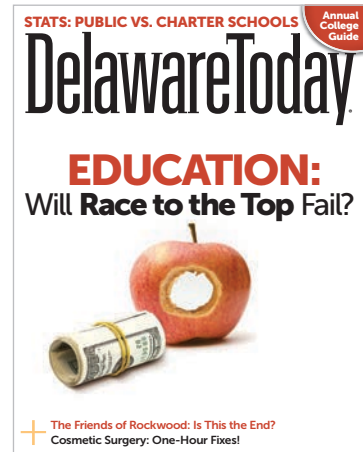
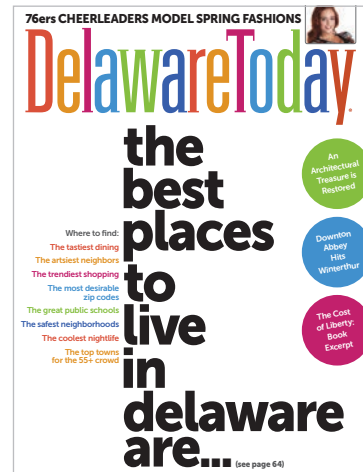
The lifestyle  
authority of the  
FIRST STATE

DelawareToday®

In print.  
In person.  
Online.

A division of  
**todaymedia**

# 2015 Editorial & Advertising Calendar



# Specialty Publications

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



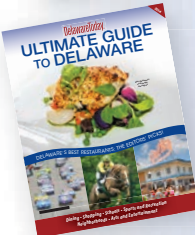
## Delaware Bride

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



## 302 Health

302 Health continue to be at the center of national discussion. Our biannual magazine addresses these issues with a local perspective.



## The Ultimate Guide to Delaware

Easy to read, entertaining, and packed with valuable resources for new residents and visitors to Delaware, as well as Delaware Today subscribers.



## Main Line Today

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



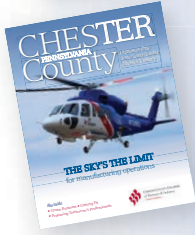
## Delaware Business Times

This statewide newspaper reports on the companies, people, events and issues that impact the Delaware business community.



## The Delaware Valley Italian-American Herald

A monthly newspaper honoring the heritage and culture of Italian Americans.



## Custom Publications

Tap the experience of Today Media to create and produce your next custom publication.

# Editorial Mission

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 a 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.



# DelawareToday®

# E-Newsletters

Hot Tickets, Dining Insider, and Get Healthy, Delaware! are Delaware Today's free e-newsletters.



# 2015 Editorial & Advertising Calendar

*In Every Issue:* **302First:** Personality Profiles, News, History, Delaware Grapevine (politics), Gabby (society), Home (décor), Arts & Entertainment, Doing Good (nonprofits)

*Savor:* Dining Reviews and News for Foodies  
*30 Seconds:* Interviews with Local Celebrities

bold denotes specialty publications; green denotes supplement with bonus distribution

ISSUE	AD CLOSE	AD DUE	ON-SALE DATE	EDITORIAL	AD SECTIONS & PROMOTIONALSUPPLEMENTS	EVENTS
JANUARY	11/21	12/1	12/31	Education: Private and Parochial Schools, Healthy Living, <b>College Guide</b>	Faces of Delaware, Wellness and Medical Profiles, Education Resources	
<b>The Ultimate Guide to Delaware</b>	11/4	11/21	1/7	A Statewide Guide to Dining, Shopping, Arts and Entertainment, Events, Salons and Spas, Real Estate, Education, Hospitals, and the Outdoors.		
FEBRUARY	12/19	12/29	1/28	Home & Garden: Family Living, Dining Guide, Generations: Life Begins at 40, Best of Delaware® Ballot	Home & Garden Showcase, Bridal Show Guide, Generations Resource Guide	Upstate Bridal Show
<b>Delaware/Main Line Bride</b> Spring/Summer	1/9	1/19	2/18	Bridal Fashion, Gifts, Receptions, Planning, Honeymoons and Wedding Resources.		
MARCH	1/16	1/26	2/25	DE's Most Expensive Homes, Spring Fashion, Camps Guide, <b>Kent County Guide</b>	Real Estate Profiles	
APRIL	2/13	2/23	3/25	Spring/Summer Travel, Green Living, Education	<b>Better Business Bureau</b> , Bridal Show Guide, Educational Resources	Beach Bridal Show
<b>302Health</b> Spring/Summer	3/20	3/30	4/29	DE's Guide to Living Well, Featuring the First State's Top Doctors and Dentists, Plus a Comprehensive Hospital Directory.		
<b>Twin Capes</b> Spring/Summer	2/26	3/6	A Cape May-Lewes Ferry guide for where to eat, drink, shop, play and spend the night.			
MAY	3/20	3/30	4/29	Top Nurses, Expanded Home & Garden: Landscaping, Where to Get Stuff Fixed, <b>Golf Guide</b>	<b>Delaware Breast Cancer Coalition</b>	Excellence in Nursing
JUNE	4/17	4/27	5/27	<b>Summer Beach Guide</b> , Top Dentists, Summer Fashion, Pets and Vets	<b>Newark Dining &amp; Events Guide</b> , Dentist Profiles, Culinary Coast	
JULY	5/22	6/1	7/1	Best of Delaware®	Best of Delaware® Party Guide, Best of Delaware® Hall of Fame	
AUGUST	6/19	6/29	7/29	Dining Guide, Expanded Home & Garden: Outdoor Rooms, Education	Five Star Wealth Managers, Educational Resources, <b>Riverfront Development Corporation</b> Home & Garden Showcase	
<b>Twin Capes</b> Summer/Fall	6/18	6/26	A Cape May-Lewes Ferry guide for where to eat, drink, shop, play and spend the night.			
SEPTEMBER	7/17	7/27	8/26	Fall Arts Preview, <b>Fall Beach Guide</b> , Fall Fashion, Generations: Life Begins at 40	Generations Resources	
<b>Delaware/Main Line Bride</b> Fall/Winter	8/14	8/24	9/23	Bridal Fashion, Gifts, Receptions, Planning, Honeymoons and Wedding Resources.		
OCTOBER	8/21	8/24	9/30	Top Doctors	Medical Profiles, Holiday Party Planning	
NOVEMBER	9/18	9/28	10/28	Education, Expanded Home & Garden: Kitchen & Bath, Top Lawyers	Eyecare, Educational Resources, Holiday Dining Guide, Five Star Real Estate	
<b>302Health</b> Fall/Winter	9/18	9/28	10/28	DE's Guide to Living Well: Focus on Family Health, Plus a Comprehensive Hospital Directory.		
<b>Holiday Look Book</b>	9/25	10/5	11/25	The Season's Hottest Products and Trends.		
DECEMBER	10/16	10/26	11/25	Bargain Shopping, Women in Business	Charitable Giving, Holiday Dining Guide, <b>Associated Builder &amp; Contractors</b>	Women In Business Luncheon



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

“Every dollar spent has been recovered through business returned to me.”

**William Kulish**

**President**

**Kulish Design Co.**

“*Delaware Today* reaches an affluent, educated readership. People all the time will say they have seen the ad. When we advertise a special, there will often be a spike of customers ordering the particular product that we’re advertising.”

**David Dietz**

**Owner**

**BBC Tavern and Grill**

“It reaches a wide range of readers who use it as a resource. People really use it as a guidebook to find out who can provide quality healthcare for them.”

**Dr. Andrew M. Barrett**

**Delaware Ophthalmology Consultants**

Testimonials

Paid, Audited  
Circulation

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.

**Monthly Readership: 107,129**

**Circulation: 89% Paid**

Readership Numbers Source: 2013 Circulation Verification Council Publication Audit Report

**70% female**

**30% male**

**97% college educated**

**70% ages 35-64**

**\$190,098 average  
reader household income**

Demographics Source: 2013 Circulation Verification Council Publication Audit Report

Demographic  
Target

**DelawareToday**  
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