

Reach Your Potential Customers

As the region's premier shelter magazine, *Midwest Home* is the source for affluent residents of the Twin Cities to learn about the hottest trends and the endless possibilities for their homes. Our award-winning and upscale editorial environment provides *Midwest Home* readers—your prospects—with information they seek to enrich the way they live.



2008 Editorial Calendar

(NEW ISSUE) January 2008 Ad close: 11/19
The ALL NEW annual Home Resource Book for consumers and trade

February 2008 Ad close: 12/20
SPECIAL SECTIONS: Spring Parade of Homes in partnership with BATC, Loft living

EDITORIAL FEATURES: Best neighborhoods, Urban living, Second homes for winter getaways

March 2008 Ad close: 1/23
SPECIAL SECTIONS: Exteriors and Curb appeal, Association-maintained living including golf course communities, Trillium award winners

EDITORIAL FEATURES: Residential architecture, 5th Annual Architect of Distinction and Emerging Talent awards in partnership with AIA Minnesota, Eco-building trends including energy saving heating and cooling

April 2008 Ad close: 2/20
SPECIAL SECTIONS: Residential development and Custom home-building guide, MNLA Awards, Second homes close to home

EDITORIAL FEATURES: Neighborhoods that garden, Lady slippers on parade

May 2008 Ad close: 3/19
SPECIAL SECTIONS: Luxury Home Tour Preview, 50+ Living in partnership with BATC 50+ Housing Council of the Twin Cities, Green homes

EDITORIAL FEATURES: Living through a remodel, Green and chic furnishings

June/July 2008 Ad close: 4/23
SPECIAL SECTIONS: 8th Annual Luxury Home Tour Program (65,000 overruns)

EDITORIAL FEATURES: Outdoor living, Vacation home style

August 2008 Ad close: 6/25
SPECIAL SECTIONS: Luxury Trends, AIA Homes by Architects Tour Preview

EDITORIAL FEATURES: 8th Annual Luxury Home Tour Commemorative Issue

September 2008 Ad close: 7/23
SPECIAL SECTIONS: Fall Home & Garden Show Preview, Fall Parade of Homes in partnership with BATC, AIA Homes by Architects Official Program, Second homes

EDITORIAL FEATURES: Restoring homes with history.

October 2008 Ad close: 8/20
SPECIAL SECTIONS: The Official Fall Home & Garden Show program (60,000 overruns)

EDITORIAL FEATURES: Annual kitchen and bath issue, High-tech baths, NKBA award winners

November 2008 Ad close: 9/24
SPECIAL SECTIONS: The 5th Annual Loft & Condo Living Tour program (30,000 overruns), Green homes

EDITORIAL FEATURES: Entertaining spaces, Color psychology

December 2008 Ad close: 10/22
SPECIAL SECTIONS: Annual Consumers Guide to Remodeling in partnership with Twin Cities Remodelers Council and NARI; ROMA & COTY Award Winners; Reggie, Bennies, and Peoples' Choice Awards in partnership with BATC, Fall Home & Garden Show wrap up, Revisiting the Loft & Condo Living Tour

EDITORIAL FEATURES: Holiday celebrations, Holiday gift guide

**Calendar as of 11/07 subject to change.*

MONTHLY EDITORIAL FEATURES: InHabit, InStore, Designer's Eye, Fearless Gardener, Savvy Host, Buyer's Guide, InRetrospect.

MONTHLY ADVERTORIAL FEATURES: Garden Tips, What's Happening, Midwest Home Marketplace.

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