



PLANNING CALENDAR

ISSUES AND DEADLINES

2010 Planning Calendar

Yankee is published six times a year.

Guideline for materials due date is the first of the month, two months prior to the issue date.

Please note some of the special advertising sections have special space and materials deadlines where noted.

Issue Date	Space Reservation	Materials Deadline	Newsstand On-Sale Date	Subscriber In-Home Date*
January/February	11/3/09	11/6/09	12/29/09	12/23/09
<i>Special Advertising Section</i>	10/19/09			
March/April	1/5/10	1/8/10	3/2/10	2/25/10
<i>Special Advertising Section</i>	12/14/09			
May/June	3/2/10	3/5/10	4/27/10	4/22/10
<i>Special Advertising Section</i>	2/12/10			
July/August	5/4/10	5/7/10	6/29/10	6/24/10
September/October	6/29/10	7/2/10	8/24/10	8/19/10
<i>Special Advertising Section</i>	6/15/10			
November/December	8/31/10	9/3/10	10/26/10	10/21/10
<i>Special Advertising Section</i>	8/16/10			

Note: Subject to change. Please check with your account manager for the latest status: 800-736-1100.

** In-home dates are approximations.*

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