

2021 MEDIA PLANNER

JANUARY

RESERVATION/AD DUE: 12/9/20
NEWSSTANDS: 12/26/20

EDITORIAL FOCUS
CITY GUIDE

SPECIAL AD SECTIONS

- City Guide Listings
- Early Bird Camps
- School Open Houses

FEBRUARY

RESERVATION/AD DUE: 1/13/21
NEWSSTANDS: 1/27/21

EDITORIAL FOCUS
PRESCHOOL GUIDE

SPECIAL AD SECTIONS

- Preschool Directory
- Outdoor Education
- Early Bird Summer Camps
- School Open Houses

MARCH

RESERVATION/AD DUE: 2/10/21
NEWSSTANDS: 2/24/21

EDITORIAL FOCUS
THE ARTS ISSUE
SPRING ARTS PREVIEW

SPECIAL AD SECTIONS

- Spring Arts
- Summer Camps
- School Open Houses

APRIL

RESERVATION/AD DUE: 3/10/21
NEWSSTANDS: 3/23/20

EDITORIAL FOCUS
SUMMER CAMPS GUIDE

SPECIAL AD SECTIONS

- Summer Camps Listings
- School Open Houses

MAY

RESERVATION/AD DUE: 4/14/21
NEWSSTANDS: 4/27/21

EDITORIAL FOCUS
EXPLORE PDX — The Insider's
Guide to Portland with Kids
SUMMER TRAVEL

SPECIAL AD SECTIONS

- Kids ♥ Adventure
- Summer Camps
- Summer Travel

JUNE/JULY

RESERVATION/AD DUE: 5/12/21
NEWSSTANDS: 5/26/21

EDITORIAL FOCUS
SUMMER FUN
SUMMER CALENDAR

SPECIAL AD SECTIONS

- Summer Camps
- Summer Fun

SUMMER 2021

RESERVATION/AD DUE: 6/9/21
AVAILABLE: 6/24/21

*PDX PARENT'S
WELCOME GUIDE —
Portland's Best Resource for
Relocating and Visiting
Families.*

AUGUST

RESERVATION/AD DUE: 7/14/21
NEWSSTANDS: 7/27/21

EDITORIAL FOCUS
TEENS & TWEENS
AFTER-SCHOOL ACTIVITIES
BACK TO SCHOOL

SPECIAL AD SECTIONS

- After-school Activities
- Back to School
- Private School Guide

SEPTEMBER

RESERVATION/AD DUE: 8/11/21
NEWSSTANDS: 8/24/21

EDITORIAL FOCUS
NEW PARENT ISSUE
BIRTHDAY RESOURCES

SPECIAL AD SECTION

- Baby Guide
- School Open Houses
- Back To School

OCTOBER

RESERVATION/AD DUE: 9/8/21
NEWSSTANDS: 9/22/21

EDITORIAL FOCUS
EDUCATION GUIDE
FALL ARTS
HALLOWEEN/FALL FUN

SPECIAL AD SECTIONS

- Education Listings
- Halloween/Fall Fun
- Fall Arts
- School Open Houses

NOVEMBER

RESERVATION/AD DUE: 10/13/21
NEWSSTANDS: 10/27/21

EDITORIAL FOCUS
WINTER TRAVEL
HOLIDAY EVENTS

SPECIAL AD SECTIONS

- Holiday Highlights Guide
- Kids ♥ Museums
- Holiday Gift Guide
- School Open Houses

DECEMBER

RESERVATION/AD DUE: 11/10/21
NEWSSTANDS: 11/23/21

EDITORIAL FOCUS
HOLIDAY MAGIC
EDITOR'S GIFT PICKS
KID-FRIENDLY DINING &
COOKING

SPECIAL AD SECTIONS

- Holiday Highlights
- Holiday Gift Guide
- School Open Houses

CONTACT US

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*Editorial calendar subject
to change without notice.*