

2010 SPECIAL SECTION CALENDAR

PITTSBURGH POST-GAZETTE

2010

Special sections are a cost-effective way to reach a highly targeted audience. In 2010, the Post-Gazette will publish more than 50 special sections, focusing on everything from business, travel and cars, to home and garden and education. These sections have a long shelf-life with readers and many are stand-alone sections.

As the region's largest newspaper, the Post-Gazette reaches more than 490,000 readers daily and more than 750,000 on Sundays. Plus, your advertising message will reach an even larger audience when you add post-gazette.com to your media mix. Many of the Post-Gazette's special sections have online components such as videos and interactive directories that aren't available in the print edition.

The Post-Gazette also offers advertising opportunities on special online products including their mobile application and ShopPittsburghNOW.

For more information, call 412-263-1385 or contact your PG account representative today.

Source: Scarborough Research 2009, Survey #1

JANUARY

	Publication date	Deadline
Ski & Winter Sports	January 10	January 4
Romantic Getaways	January 24	January 15
Home Buying Guide	January 20	January 11

FEBRUARY

	Publication date	Deadline
Education Planning Guide	February 9	February 1
Auto Show	February 10	February 4
Presidents Day Week of Wheels	February 14-17	February 11
Home Show Buyers Guide	February 28	January 25

MARCH

	Publication date	Deadline
St Patrick's Day Week of Wheels	March 11-14	March 8
March Madness	March 15, 22, 29, April 5	March 3
Top 50 Business	March 16	March 4
Spring Travel Brochure	March 21	March 12
Home Buying Guide	March 24	March 15

APRIL

	Publication date	Deadline
Spring Home & Garden	April 8	April 1
Golf 2010	April 11	April 1
Education Guide/Advertorial	April 13	April 2
Beach Vacations	April 18	April 9
Earth Day "Green"	April 22	April 15
Family Vacations	April 25	April 16
Senior Lifestyles	April 28	April 20



For more information about advertising in the Post-Gazette or on post-gazette.com, call 412-263-1385, visit post-gazette.com/mediakit or contact your PG representative.

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MAY

	Publication date	Deadline
Gaming	May 2	April 2
National Tourism Week	May 9	April 30
Summer Times Guide	May 13	May 3
Memorial Day Week of Wheels	May 21-24	May 19
Ohio	May 23	May 14

JUNE

	Publication date	Deadline
UN Environmental Conference	June 3	May 27
West Virginia	June 13	June 4
Mid-Year New Car – Truck Buyers Guide	June 16	June 10
Home Buying Guide	June 23	June 14
One Tank Trips I	June 27	June 18

JULY

	Publication date	Deadline
LPGA	July 4	June 24
Mid Summer Week of Wheels	July 9-12	July 5
One Tank Trips II	July 18	July 9

AUGUST

	Publication date	Deadline
Canada	August 1	July 23
High School Football Preview – ZONED	August 27	August 24

SEPTEMBER

	Publication date	Deadline
College Preview	September 3	August 25
Labor Day Weekend of Wheels	September 3-6	August 30
Fall Travel Brochure	September 5	August 27
Fall Home & Garden – ZONED	September 9	August 27
Fall Arts Preview	September 9	September 2
Pro Football Preview	September 10	August 31
Fall Foliage	September 26	September 17
Best of the Best	September 29	September 23

OCTOBER

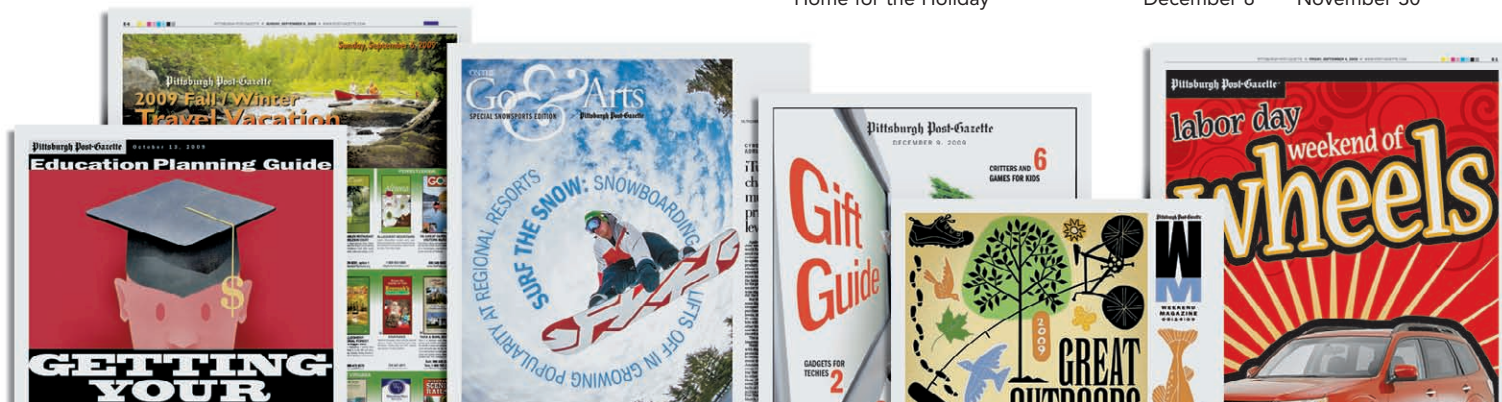
	Publication date	Deadline
Education Planning Guide	October 12	October 4
Bridal Planner	October 17	July 30
Diversity Matters	October 18	September 2
New Car & Truck Buyers Guide	October 20	October 14
Senior Lifestyles – ZONED	October 28	October 18
Florida	October 31	October 22

NOVEMBER

	Publication date	Deadline
Holiday Gift Catalog	November 1	October 16
Skiing	November 7	October 29
Thanksgiving Weekend of Wheels	November 25-28	November 22

DECEMBER

	Publication date	Deadline
Home for the Holiday	December 8	November 30



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