

50,000 Circulation

# EasyReader

The South Bay's Hometown News

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## 2012 Calendar of Easy Reader Issues

ISSUE DATE	AD SPACE DEADLINE	SPECIAL AD OPPORTUNITIES	SELECTIVE EDITORIAL
Jan 5	Dec 30		
Jan. 12	Jan 6	Careers & Education	
Jan 19	Jan 13	Health & Fitness	BEACH
Jan 26	Jan 20	Menu Guide	
Feb 2	Jan 27		
Feb 9	Feb 3	Valentine's Day	BEACH
Feb 16	Feb 10	Presidents Day/South Bay Style	
Feb 23	Feb 17	Bridal Progress	
Mar 1	Feb 24	Auto Care	
Mar 8	Mar 2	Best of the Beach	BEACH
Mar 15	Mar 9	St. Patrick's Day	
Mar 22	Mar 16		
Mar 24	Mar 23	Summer Adventure & Travel	
Apr 5	May 30	Home & Garden	
Apr 12	Apr 6	Home & Garden	BEACH
Apr 19	Apr 13	Easter, Camps & Schools	
Apr 26	Apr 20		
May 3	Apr 27	Cinco De Mayo	
May 10	May 4	Summer Calendar	BEACH
May 17	May 11	Camps & Schools	
May 24	May 18	Auto Care Summer Travel	
May 31	May 25	Memorial Day	
Jun 7	Jun 1		
Jun 14	Jun 8	Women In Business	BEACH
Jun 21	Jun 15	Women in Business	
June 28	Jun 22	4th of July	

ISSUE DATE	AD SPACE DEADLINE	SPECIAL AD OPPORTUNITIES	SELECTIVE EDITORIAL
Jul 5	Jun 29	Family Business	
Jul 12	Jul 6	Financial Leaders	BEACH
Jul 19	Jul 13		
Jul 26	Jul 20	Financial Leaders	
Aug 2	Jul 27		
Aug 9	Aug 3	Anniversary Issue	BEACH
Aug 16	Aug 10	Auto Care	
Aug 23	Aug 17	Health Care Providers	
Aug 30	Aug 24	Labor Day	
Sept 6	Aug 31		
Sept 13	Sept 7	Home & Garden	BEACH
Sept 20	Sept 14	Home & Garden	
Sept 27	Sept 21		
Oct 4	Sept 28		
Oct 11	Oct 5	Dining Guide Attorney Profiles	BEACH
Oct 18	Oct 12	Ski Vacations	
Oct 25	Oct 19	Meet your Merchant Halloween	
Nov 1	Oct 26	Veterans Day	
Nov 8	Nov 2	Gift Guide	BEACH
Nov 15	Nov 9	Financial Planning	
Nov 22	Nov 16	Thanksgiving	
Nov 24	Nov 23		
Dec 6	Nov 30	Gift Guide	BEACH
Dec 13	Dec 7	Gift Guide	BEACH
Dec 20	Dec 14	Gift Guide	Christmas
Dec 27	Dec 21	New Year's Top Stories	