

## Our Editorial Philosophy

The mission of *Home Improvement* magazine is to provide consumers with ideas, inspiration, education and local resources to get their home improvement projects done, whatever the scope of their projects and budgets. It is our goal to be the local resource for information on every aspect of home improvement, including remodeling, maintenance, design and decor, gardening, organization, new products and developments in the industry.

Our Special Sections focus on key areas of home improvement, offering information, ideas and inspiration, accompanied by comprehensive listings of corresponding resources.

### Editorial Calendar

#### ISSUE: OCTOBER 17, 2007

ADVERTISING DEADLINE: AUG. 24, 2007

**Home Feature:** Improving Your Investment: Small Changes That Make A Big Difference

**Outdoor/Garden Feature:** Outdoor Living Spaces

**Special Section:** Roofs: Materials And Types, When To Repair, Replace

#### ISSUE: NOVEMBER 14, 2007

ADVERTISING DEADLINE: SEPT. 24, 2007

**Home Feature:** Wine Rooms: Design And Function

**Outdoor/Garden Feature:** Outdoor Fireplaces and Firepits

**Special Section:** Carpeting And Rugs: Materials, How To Choose

#### ISSUE: DECEMBER 12, 2007

ADVERTISING DEADLINE: OCT. 22, 2007

**Home Feature:** Fireplaces And Mantels: Design And Function

**Outdoor/Garden Feature:** Holiday Greenery: Decorating For The Season

**Special Section:** High-Tech Home Entertainment: Newest Innovations

#### ISSUE: JANUARY 9, 2008

ADVERTISING DEADLINE: NOV. 16, 2007

**Kitchen And Bath Planner Special Issue**

**Home Feature:** Before and After Kitchens and Baths

**Product Gallery:** New Kitchen and Bath Products

**Special Section:** 2008 Kitchen & Bath Planner

#### ISSUE: FEBRUARY 6, 2008

ADVERTISING DEADLINE: DEC. 16, 2007

**The Source Book**

#### ISSUE: MARCH 4, 2008

ADVERTISING DEADLINE: JAN. 14, 2008

**"Green" Special Issue**

**Home Feature:** "Green" Remodeling

**Outdoor/Garden Feature:** Organic/Green Gardening

**Special Section:** "Green Gallery" and Planner (products, services and tips for green living)

#### ISSUE: APRIL 1, 2008

ADVERTISING DEADLINE: FEB. 11, 2008

**Home Feature:** Closets

**Outdoor/Garden Feature:** Color (fabrics, paint, etc.)

**Special Section:** Driveways and Walkways

#### ISSUE: APRIL 29, 2008

ADVERTISING DEADLINE: MARCH 10, 2008

**Home Feature:** Lighting

**Outdoor/Garden Feature:** Cabinets and Hardware

**Special Section:** Landscape Planner

#### ISSUE: MAY 27, 2008

ADVERTISING DEADLINE: APRIL 7, 2008

**Home Feature:** Bath Before-and-After

**Outdoor/Garden Feature:** Outdoor Living Spaces

**Special Section:** Flooring

#### ISSUE: JUNE 24, 2008

ADVERTISING DEADLINE: MAY 5, 2008

**Home Feature:** Kitchen Appliances

**Outdoor/Garden Feature:** Pools and Spas

**Special Section:** Home Organization (closets, garages, etc.)

#### ISSUE: JULY 22, 2008

ADVERTISING DEADLINE: JUNE 2, 2008

**Home Feature:** Decorating on a Dime

**Outdoor/Garden Feature:** Patios, Porches and Decks

**Special Section:** 2008 Design Planner

#### ISSUE: AUGUST 19, 2008

ADVERTISING DEADLINE: JUNE 29, 2008

**Home Feature:** Countertops

**Outdoor/Garden Feature:** Ponds and Water Features

**Special Section:** Windows and Doors

#### ISSUE: SEPTEMBER 16, 2008

ADVERTISING DEADLINE: JULY 28, 2008

**Remodeling Special Issue**

**Home Feature:** Remodeling Before & After

**Special Section:** Remodeling Planner (including "green" options)

#### ISSUE: OCTOBER 14, 2008

ADVERTISING DEADLINE: AUG. 22, 2008

**Home Feature:** Tile

**Outdoor/Garden Feature:** Hardscapes

**Special Section:** Garages

### 2007/2008 Advertising Deadlines

ISSUE	AD DEADLINE	STREET DATE	ISSUE	AD DEADLINE	STREET DATE	ISSUE	AD DEADLINE	STREET DATE	ISSUE	AD DEADLINE	STREET DATE
Oct. 17, 2007	8/24/07	9/20/07	Feb. 6, 2008	12/16/07	1/10/08	May 27, 2008	4/07/08	4/30/08	Aug. 19, 2008	6/29/08	7/23/08
Nov. 14, 2007	9/24/07	10/18/07	Mar. 4, 2008	1/14/08	2/06/08	June 24, 2008	5/05/08	5/28/08	Sept. 16, 2008	7/28/08	8/20/08
Dec. 12, 2007	10/22/07	11/15/07	Apr. 1, 2008	2/11/08	3/05/08	July 22, 2007	6/02/08	6/25/08	Oct. 14, 2008	8/22/08	9/15/08
Jan. 9, 2008	11/16/07	12/13/07	Apr. 29, 2008	3/10/08	4/02/08						