

## Reaching Your Ideal Customers

As the Twin Cities' premier shelter magazine, *Midwest Home* has the unique blend of practical and inspirational editorial that resonates with over 380,000 affluent, educated readers who are always on the hunt for the best-designed items. *Midwest Home's* award-winning editorial approach delights readers – your prospects – with fresh resources, ideas and insight that they can “shop” right off the pages and make their dream home a reality.

## REMAINING 2008 –2009 Editorial Calendar

**November** 2008 Ad close: 9/24

**SPECIAL SECTIONS:** Green homes, Top Builders, Loft/Condo Living

**EDITORIAL FEATURES:** Smart Remodeling: Where your remodeling dollars pay off, Feel great colors: How to avoid those winter blues & Entertaining with Lynne Rossetto Kasper

**December** 2008 Ad close: 10/22

**SPECIAL SECTIONS:** Biannual Consumers Guide to Remodeling in partnership with Twin Cities Remodelers Council and NARI; ROMA & COTY Award Winners; Awards of Excellence in partnership with BATC, Fall Home & Garden Show wrap up

**EDITORIAL FEATURES:** *Midwest Home's* annual holiday gift guide, featuring fab local products and more, Summit elegance, dressed for the holidays

**January** 2009 Ad close: 11/17

**The annual Home Resource Book for consumers and trade**

**February** 2009 Ad close: 12/19

**SPECIAL SECTIONS:** Spring Parade of Homes in partnership with BATC, Inside Today's Kitchens & Baths

**EDITORIAL FEATURES:** What's my house worth? A Twin Cities' neighborhood guide, Prefabs from yesterday ... and today

**March** 2009 Ad close: 1/16

**SPECIAL SECTIONS:** Architecture/Intelligent Design, Biannual Consumers Guide to Remodeling in partnership with Twin Cities Remodelers Council and NARI

**EDITORIAL FEATURES:** Twin Cities Up and Comers. Declutter your space: How to do it—and keep it that way, Award-winning architects. The sixth Annual Architect of Distinction and Emerging Talent Awards, given in cooperation with AIA Minnesota.

**April** 2009 Ad close: 2/20

**SPECIAL SECTIONS:** Annual Residential development and Custom home-building guide (bonus distribution), MNLA Awards, Second homes close to home

**EDITORIAL FEATURES:** Annual Gardening Issue, Quick & Dirty: Fast and foolproof gardening, Year-Round City Retreat

**May** 2009 Ad close: 3/20

**SPECIAL SECTIONS:** Preview to the 9th Twin Cities Luxury Home Tour, Green homes, Showrooms

**EDITORIAL FEATURES:** Made in Minnesota: Building with local materials, DIY: Brownstone Transformed, Gimme Shelter: Urban remodel goes green

**June/July** 2009 Ad close: 4/17

**SPECIAL SECTIONS:** 9th Annual Luxury Home Tour Program (overruns)

**EDITORIAL FEATURES:** Outdoor Kitchens: The latest products, Summer Celebration in Stillwater, Near and far getaway homes

**August** 2009 Ad close: 6/25

**SPECIAL SECTIONS:** Luxury Trends, AIA Homes by Architects Tour Preview, Designers Up Close

**EDITORIAL FEATURES:** Dream On: Annual Luxury Home Tour Commemorative issue.

**September** 2009 Ad close: 7/24

**SPECIAL SECTIONS:** Fall Home & Garden Show Preview, Fall Parade of Homes in partnership with BATC, AIA Homes by Architects Official Program (overruns), Second homes

**EDITORIAL FEATURES:** Twin Cities Best: MH Editors' picks for best shops, sales ... and much more

**October** 2009 Ad close: 8/20

**SPECIAL SECTIONS:** The Official Fall Home & Garden Show program (overruns)

**EDITORIAL FEATURES:** Special focus: Annual kitchen and bath issue with 2009 NKBA award winners.

**November** 2009 Ad close: 9/24

**SPECIAL SECTIONS:** Green homes, Top Builders, Loft/Condo Living

**EDITORIAL FEATURES:** High/low Dining Rooms, Making Spaces Work Overtime: Build in Versatility

**December** 2009 Ad close: 10/22

**SPECIAL SECTIONS:** Biannual Consumers Guide to Remodeling in partnership with Twin Cities Remodelers Council and NARI; ROMA & COTY Award Winners; Awards of Excellence in partnership with BATC, Fall Home & Garden Show wrap up

**EDITORIAL FEATURES:** *Midwest Home's* annual holiday gift guide, featuring fab local products and more.

*\*Calendar as of 8/08 subject to change.*

**MONTHLY ADVERTORIAL FEATURES:** Garden Tips, What's Happening, Midwest Home Marketplace.

**MONTHLY EDITORIAL FEATURES:** InHabit, InStore, Designer's Eye, Fearless Gardener, Savvy Host, Buyer's Guide, InRetrospect.

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## Contacts

**KORI MEEWES,**  
Publisher/VP of  
Consumer Events  
612-371-5847  
kmeewes@mhmag.com

**BRIANNE BAUER,**  
Marketing & Public  
Relations Manager  
612-371-5829  
bbauer@mhmag.com

**TERRI ANN JOHNSON,**  
Sales Assistant  
612-371-5897  
tjohnson@mhmag.com

**JILL MURPHY,**  
Senior Account Executive  
612-371-5813  
jmurphy@mhmag.com

**DAINA SIVANICH,**  
Account Executive  
612-371-5895  
dsivanich@mhmag.com

**JANELLE MATTSON,**  
Account Executive  
612-371-5894  
jmattson@mhmag.com

**JULIE KRAHN,**  
Account Executive  
612-371-5882  
jkrahn@mhmag.com