

FLORIDA

MONTHLY

MEDIA PLANNER

2010 EDITORIAL CALENDAR

	ISSUE FOCUS	FEATURES	SPECIAL SECTIONS	TRAVEL FLORIDA HIGHWAYS (by county)	HERITAGE	FLORIDA HOMES & LIFESTYLES®
JANUARY		Intriguing Floridians	Bed & Breakfast Inns	Dixie, Gilchrist, Glades, Levy, Santa Rosa	Vanishing Florida	composite materials
FEBRUARY	Money & Retirement		Retirement Communities	Citrus, Escambia, Lee, Osceola, Suwannee, Volusia	Florida Legend	concrete renovations
MARCH		Summer Camps	Top Hospitals	Alachua, Brevard, Hendry, Okaloosa, Pasco, Polk	State Secrets	home security
APRIL	Food	Annual Florida Native Quiz	Dining Guide	Duval, Flagler, Gulf, Nassau, Wakulla, Walton	Vanishing Florida	showers & tubs
MAY		Builder Spotlight	Home Improvement	Collier, Jefferson, Leon, Monroe, Putnam, Washington	Florida Legend	smokers & grills
JUNE	Home & Garden		Health Special Section	Bay, Hamilton, Hardee, Manatee, Palm Beach	State Secrets	hurricane-proofing
JULY	Home Improvement	Intriguing Floridians	Bed & Breakfast Inns	Broward, Charlotte, Columbia, Hernando, Miami-Dade	Vanishing Florida	summer kitchens
AUGUST	Fall Getaways	Top Lawyers	All Things Florida	Holmes, Lake, Madison, St. Johns, Sumter	Florida Legend	lightning safety
SEPTEMBER	Best of Florida		Real Estate Special Section	Baker, Calhoun, Gadsden, Indian River, Martin, Union	State Secrets	outdoor rooms
OCTOBER	Health	Top Doctors	Health Special Section	Jackson, Lafayette, Okeechobee, Orange, Pinellas, Seminole	Vanishing Florida	roofing
NOVEMBER		Florida Heroes	Holiday Gift Guide	Clay, Desoto, Franklin, Hillsborough, St. Lucie, Taylor	Florida Legend	pavers & decks
DECEMBER	Education	Top Schools	Holiday Gift Guide	Bradford, Highlands, Liberty, Marion, Sarasota	State Secrets	seasonal outdoor decor

*Editorial content subject to change without notice.

IN EVERY ISSUE:

Features about Floridians, state heritage or unique aspects of the Sunshine State • Florida Homes & Lifestyles® • Travel Florida Highways • Around Florida (calendar section) • In the Florida Garden • In the Florida Kitchen • Watching Wildlife • Footprints (genealogy) • Roar of the Crowd (letters to the editor) • Our Florida Heritage® • Books • Videos • Photography • Culture • Recipes • Dining • Inside Florida (publisher's column) • State Parks

OTHER DEPARTMENTS INCLUDE:

Art, Film, People, Music, Law, Politics, Business, Attractions, Media, Education, Community, Advertising, Sports, Health, Television, High-Tech, Architecture, Agriculture, Travel and Religion

