



# MAIN LINE TODAY

The lifestyle authority of  
the Main Line & Philadelphia's  
Western Suburbs

# 2018 Editorial & Advertising Calendar



## JANUARY

AD CLOSE: 11/17

AD DUE: 11/27

ON-SALE DATE: 12/26

**EDITORIAL:** Inside Ardrossan, Cosmetic Surgery, Galas & Benefits, Home & Garden: Featured Home

**EDITORIAL SUPPLEMENT WITH BONUS DISTRIBUTION:**

**College Guide** – also appears in the January 2018 issue of *Delaware Today* and has a large supplement overrun.

**SPECIAL PROMOTIONAL SECTION:**

Faces of the Main Line

**EVENT:**

Professional Series: Top Doctors Reception

## FEBRUARY

AD CLOSE: 12/15 AD DUE: 12/21

ON-SALE DATE: 1/23

**EDITORIAL:**

Best New Restaurants, BYOB Guide, Camps Guide, 55+ Lifestyles, Home & Garden: Featured Home

**SPECIAL PROMOTIONAL SECTION:**

**American Heart Association**

## DELAWARE/ MAIN LINE BRIDE

Spring/Summer

AD CLOSE: 1/5 AD DUE: 1/15

ON-SALE DATE: 2/13

**EDITORIAL:**

A regional wedding guide featuring fashion, gifts and planning resources.

## MARCH

AD CLOSE: 1/16

AD DUE: 1/22

ON-SALE DATE: 2/20

**EDITORIAL:**

Best of the Towns, Spring Fashion, Home & Garden: Featured Home

**EDITORIAL SUPPLEMENT WITH BONUS DISTRIBUTION:**

**2018 Medical Guide**

**SPECIAL PROMOTIONAL SECTION:**

Realtor Profiles

**EVENT:** Spring Splash Fashion Pop Up Sale

## HEALTHY YOU

AD CLOSE: 1/16

AD DUE: 1/22

ON-SALE DATE: 2/20

**EDITORIAL:** Health and wellness advice from local experts, plus an annual directory of healthcare professionals, including *Main Line Today's* Top Doctors and Dentists.

**Bonus Distribution:** *Healthy You* is produced with a large overrun, and is delivered to prominent medical locations throughout the Main Line.

**SPECIAL PROMOTIONAL SECTION:**

Medical Profiles

## APRIL

AD CLOSE: 2/9

AD DUE: 2/19

ON-SALE DATE: 3/20

**EDITORIAL:**

Weekend Getaways, Main Line Weddings, Home & Garden: Landscaping & Gardens

**SPECIAL PROMOTIONAL SECTION:**

**Steeplechase Look Book**



## STEEPLECHASE LOOK BOOK

AD CLOSE: 2/9 AD DUE: 2/19

ON-SALE DATE: 3/20

**EDITORIAL:** An annual guide to steeplechase season, featuring fashion, recipes, traditions and more.

**Bonus Distribution:** Also appears as an insert in the May issue of *Delaware Today* and the Spring issue of *The Hunt*. Produced with a large overrun, it is distributed at the area's three steeplechase events: the Radnor Races, Winterthur's Point-to-Point and Willowdale Steeplechase.

## MAY

AD CLOSE: 3/16

AD DUE: 3/26

ON-SALE DATE: 4/24

**EDITORIAL:** Great Places to Work, Healthcare Heroes, Summer Fashion, Home & Garden: Featured Home

**EDITORIAL SUPPLEMENT WITH BONUS DISTRIBUTION:**

**Golf Guide** – also appears in the May 2018 issue of *Delaware Today* and has a large supplement overrun.

**SPECIAL PROMOTIONAL SECTION:**

Main Line Designers

**EVENT:** Healthcare Heroes Luncheon



## JUNE

AD CLOSE: 4/13 AD DUE: 4/19

ON-SALE DATE: 5/22

**EDITORIAL:** Summer Fun Guide, Top Dentists, Banking & Finance, Home & Garden: Pools & Outdoor Spaces

**SPECIAL PROMOTIONAL SECTION:** Dentist Profiles, **Riverfront Dev. Corp.**

**EVENT:** Professional Series: Top Dentists Party

# JULY

**AD CLOSE:** 5/18

**AD DUE:** 5/29

**ON-SALE DATE:** 6/26

**EDITORIAL:**

Best of the Main Line and Western Suburbs, Home & Garden: Featured Home

**SPECIAL PROMOTIONAL SECTION:**

Best of the Main Line and Western Suburbs Party Guide

**EVENT:**

Best of the Main Line and Western Suburbs Party



<<<< *Our Biggest Event Every Year!*

# AUGUST

**AD CLOSE:** 6/15

**AD DUE:** 6/25

**ON-SALE DATE:** 7/24

**EDITORIAL:**

Dining Guide, Top Lawyers, 55+ Lifestyles, Home & Garden: Featured Home

**SPECIAL PROMOTIONAL SECTIONS:**

Lawyer Profiles

**EDITORIAL SUPPLEMENT**

**WITH BONUS DISTRIBUTION:**

**College Guide** – has regional distribution in three states and four magazines:

Delaware: *Delaware Today*

New York: *Hudson Valley Magazine* and *Westchester Magazine*

Pennsylvania: *Main Line Today*

**EVENT:**

Professional Series: Top Lawyers Party

# SEPTEMBER

**AD CLOSE:** 7/13

**AD DUE:** 7/23

**ON-SALE DATE:** 8/21

**EDITORIAL:**

Private and Parochial Education, Top Teachers, Fall Fashion, Home & Garden: Kitchens, Lancaster Travel

**SPECIAL PROMOTIONAL SECTIONS:**

**Bryn Mawr Day, Ardmore Spotlight**

# DELAWARE/ MAIN LINE BRIDE

*Fall/Winter*

**AD CLOSE:** 8/3

**AD DUE:** 8/13

**ON-SALE DATE:** 9/12

**EDITORIAL:**

A regional wedding guide featuring fashion, gifts and planning resources.

# OCTOBER

**AD CLOSE:** 8/10

**AD DUE:** 8/20

**ON-SALE DATE:** 9/18

**EDITORIAL:**

Power Women, Salons & Spas, Women's Health, Fall Arts Preview, Home & Garden: Featured Home

**SPECIAL PROMOTIONAL SECTIONS:**

**Women to Watch, Wayne Spotlight**

**EVENT:** Women on the Move Luncheon



# NOVEMBER

**AD CLOSE:** 9/14

**AD DUE:** 9/24

**ON-SALE DATE:** 10/23

**EDITORIAL:** Shopping & Boutiques,

Main Line Weddings, Home & Garden: Featured Home

**SPECIAL PROMOTIONAL SECTION:**

Trendsetters

# DECEMBER

**AD CLOSE:** 10/12

**AD DUE:** 10/22

**ON-SALE DATE:** 11/20

**EDITORIAL:**

Top Doctors, Home & Garden: Bed & Bath

**SPECIAL PROMOTIONAL SECTIONS:**

Medical Profiles, **Media Spotlight**



## IN PRINT

*Main Line Today* is a monthly regional magazine focusing on Philadelphia's fabled Main Line and Western Suburbs. We cover the communities, traditions and lifestyles of the area, providing insight into its people, history, culture and more. The mission of the *Main Line Today* team is to both inform and entertain with superb photography, distinctive writing and thorough reporting.



## IN PERSON

*Main Line Today* brings together the region's elite, chic and influential at our signature annual events: Spring Splash, Healthcare Heroes, Best of the Main Line and Western Suburbs Party, Women on the Move and our Professional Series.

Over the past 20 years *Main Line Today* has created unique live experiences, and connected tens of thousands of guests with sponsors and advertisers while raising substantial funds for numerous local non-profit organizations.

LADIES NIGHT  
Main Line Today *Out*



MAIN LINE TODAY  
HEALTHCARE HEROES

MAIN LINE TODAY  
Women on the MOVE

## ONLINE

MainLineToday.com is an ever-changing multi-platform digital lifestyle guide that covers the region's personalities, trends, culture, dining and events.

Our website and e-newsletters deliver fresh insight on everything from entertainment and real estate to shopping and restaurants.



## PAID, AUDITED CIRCULATION

An audit statement offers detailed information about a publication's circulation. It verifies that *Main Line Today* is reaching the number of readers we claim, and covering the area we claim. Unaudited magazines may ask you to rely on the number of copies printed. The number of copies printed or the size of the print run is not a true indication of the number of readers.

TOTAL READERSHIP:

**92,926**

Readership Numbers Source: 2016 Circulation Verification Council Publication Audit Report

## AUDIENCE

**\$237,222** average reader household income

**\$733,036** average residence value

**97%** college educated

**72%** female

**28%** male

Demographics Source: 2016 Circulation Verification Council Publication Audit Report



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