

# BEAR

## ESSENTIAL NEWS<sup>®</sup>

KIDS • PARENTS • TEACHERS

Delivering News that Kids  
& Families Use!



### 2011-12 Editorial Topics and Advertising Deadlines

Editorial Calendar		Print Date	Space Reservation
<i>August</i>	<b>Feature:</b> Cool Technology in the Classroom	<b>Phoenix: Aug. 9</b> <b>Tucson: Aug. 16</b>	July 27 (P-R art: Tue. Aug. 2)
<i>September</i>	<b>Feature:</b> You can be a Reporter! <b>Special Guide:</b> Field Trips & Classroom Visits	<b>Phoenix: Sept. 6</b> <b>Tucson: Sept. 13</b>	Aug. 23 (P-R art: Tue. Aug. 30)
<i>October</i>	<b>Feature:</b> Castles & Their Spooky Stories	<b>Phoenix: Sept. 29</b> <b>Tucson: Oct. 4</b>	Sept. 15 (P-R art: Tue. Sept. 22)
<i>November</i>	<b>Feature:</b> Healthy Holiday Hints <b>Special Guide:</b> Holiday Performances	<b>Phoenix: Nov. 3</b> <b>Tucson: Nov. 10</b>	Oct. 20 (P-R art: Thu. Oct. 27)
<i>December</i>	<b>Feature:</b> Kid Scientists Compete	<b>Phoenix: Dec. 6</b> <b>Tucson: Dec. 8</b>	Nov. 22 (P-R art: Tue. Nov. 29)
<i>January</i>	<b>Feature:</b> AZ's Centennial Celebration <b>Special Guide:</b> Bear's Birthday Guide	<b>Phoenix: Jan. 5</b> <b>Tucson: Jan. 12</b>	Dec. 22 (P-R art: Thu. Dec. 29)
<i>February</i>	<b>Feature:</b> Read All About It— for the Love of Reading!	<b>Phoenix: Feb. 2</b> <b>Tucson: Feb. 9</b>	Jan. 19 (P-R art: Thu. Jan. 26)
<i>March</i>	<b>Feature:</b> How Does Your Garden Grow? <b>Special Guide:</b> Summer Camp Guide	<b>Phoenix: Feb. 28</b> <b>Tucson: March 6</b>	Feb. 14 (P-R art: Thu. Feb. 23)
<i>April</i>	<b>Feature:</b> Making AZ a Solar Powerhouse! <b>Special Guide:</b> Summer Camp Guide	<b>Phoenix: April 10</b> <b>Tucson: April 17</b>	March 27 (P-R art: Tue. Apr. 3)
<i>May</i>	<b>Feature:</b> Ride the Rails! <b>Special Guide:</b> Summer Camp Guide	<b>Phoenix: May 8</b> <b>Tucson: May 15</b>	April 24 (P-R art: Tue. May 1)
<i>June</i>	<b>Feature:</b> Explore AZ—Staycations! <b>Special Guide:</b> Academic Advantage Guide	<b>Phoenix: June 5</b> <b>Tucson: June 12</b>	May 22 (P-R art: Tue. May 29)
<i>July</i>	<b>Feature:</b> Desert Predators	<b>Phoenix: July 10</b> <b>Tucson: July 12</b>	June 26 (P-R art: Tue. July 3)

Editorial topics and distribution dates as of 6/1/11. Subject to change without notice.

P-R=press-ready

**Regular Features:** News Highlights, Young Reporters Get the Scoop!, Letters to Boomer, Have a New Kid by Friday! (Dr. Kevin Leman), Family Fun Around Town (calendar), Power Up with Healthy Choices and Paw Prints

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