

Each year, Brandpoint posts more than 70 targeted editorial promotions called supplements.

These promotions are timed to match our clients' articles with the editorial calendars and trends of many of the top U.S. daily and weekly newspapers. Although we can release an article at anytime, we see increased editor demand in certain areas during certain times of the year. Our supplements are designed to capitalize on this demand for our clients' benefit. Because we are constantly responding to the changing needs of editors, this calendar is subject to change.

## January

### **DREAMING OF SPRING**

This is a good place to provide consumers with articles about how to plan this year's garden and home improvement projects. Articles about vacation planning can appear in this supplement, as well.

### **SPRING BUSINESS AND CAREERS**

Articles on job hunting, business trends and interesting careers are a good fit for this supplement. Some education-related articles are appropriate here, too, such as those about online degrees, continuing education and changing careers.

### **SPRING BEAUTY AND FASHION**

Tips on exercise, healthy eating and beauty products are appropriate for this supplement. Articles might focus on the latest makeup trends, new skin-care breakthroughs and fashion trends.

### **SPRING HOME IMPROVEMENT**

Whether readers are building a new home or upgrading their current home, the articles in the supplement tell them how. Do-it-yourself articles are a good fit here, as are articles about new products that make new and existing homes more energy efficient or convenient.

### **SPRING PERSONAL FINANCE**

This supplement is a great way to reach consumers seeking the knowledge to make their money work for them. It's also a good fit for articles that offer advice about consumer protection, insurance, credit and the home.

### **SPRING HOME DECORATING**

Freshening up the home for spring is the focus of this supplement. Tips about painting or wallpapering,

trends in home design, and any type of do-it-yourself article would work well. Articles on craft ideas and home decorating products, such as flooring, also are a good fit.

## February

### **SPRING WEDDINGS**

This category is full of articles on dress and flower trends, wedding parties and advice to help brides and grooms be at their best. Articles about hosting an event at your home, buying gifts and saving money for a wedding also can appear in this supplement.

### **SPRING TRAVEL**

This category can include articles about getting the best deal on a cruise to traveling with children to packing for your trip to Europe. Articles about destinations in the U.S. and abroad can appear in this supplement.

### **SPRING BOOMER AND BEYOND**

This category includes health and wellness articles that deal with the specific exercise and nutrition needs of older readers. Articles on financial planning and family issues are a good fit, as well.

### **SPRING PARENTING AND KIDS**

Child rearing; family relationships; school issues, such as bullying; and tips for helping families eat healthy are good choices for this supplement.

### **SPRING REAL ESTATE**

Topics in this category range from getting ready to buy or sell a home to improving your condominium or house. This supplement also can include articles about financing a home and paying it off early.

## **SPRING PETS**

This supplement should help consumers prevent bugs from attacking their animals and pick the best pet for their lifestyles. Articles about pet stores and humane societies also can appear in this supplement.

March

## **SPRING LAWN AND GARDEN**

Editors are looking for articles about how to get your yard in shape for the spring. This can encompass everything from refinishing your deck to organizing your garage to fertilizing your lawn.

## **SPRING HEALTH AND FITNESS**

Tips on exercise, healthy eating and medical news are appropriate for this supplement. Articles might focus on how to cope with spring allergies, pick healthy food products, and exercise when you have a busy schedule.

## **SPRING GREEN LIVING/EARTH DAY**

Articles on recycling, organic gardening and clothing made from natural fibers are geared toward this supplement.

## **SPRING FOOD AND ENTERTAINING**

Tips for outdoor entertaining and grilling and new recipes including fresh produce work well here. Articles about decorating for parties can appear in this supplement, as well.

## **SPRING AUTOMOTIVE**

This supplement can include articles on various auto topics, such as finding the right insurance, rental car safety, choosing a new car, financing your purchase of a vehicle, and keeping it in good working order.

April

## **SPRING OUTDOOR RECREATION**

Hiking, biking, boating and camping: This supplement will help consumers prepare for all the activities they want to enjoy outside this year. Articles can include information about equipment and locations, as well as getting fit and increasing stamina.

## **SUMMER HOME IMPROVEMENT**

Help homeowners spruce up inside and out. Articles on the newest products and techniques would be a good fit for this section, as well as those that give tips and advice on remodeling, cleaning and maintenance.

## **SUMMER BUSINESS AND CAREERS**

Everyone wants to get ahead in the business world, and this is a collection of articles with advice from the experts on how to go about it. The supplement features job search, resume and interview advice.

## **GRADUATION**

Articles include tips and advice for recent grads on dorm room decorations, landing that first job, trends in business and living within a budget.

## **SUMMER PERSONAL FINANCE**

This supplement is a great way to reach consumers seeking the knowledge they need to make their money work for them. It's also a good fit for articles that offer advice about consumer protection, insurance, credit and the home.

## **SUMMER BEAUTY AND FASHION**

Tips on exercise, healthy eating and beauty products are appropriate for this supplement. Articles might focus on the latest makeup trends, new skin-care breakthroughs and fashion trends.

## **SUMMER TRAVEL**

This category can include articles about the best summer vacation destinations and packing for your trip. Getting your car ready for a road trip, and planning a weekend getaway are topics that would work well in this supplement.

May

## **SUMMER HOME DECORATING**

Bring the outdoors in with articles that help readers discover the transformative power of paint, the latest trends in color and style, and easy ways to accessorize your home. Articles on craft projects, fixtures and new products would also be a good fit for this section.

## **SUMMER WEDDINGS**

This category is full of articles on trends, wedding parties and advice to help brides and grooms be at their best. Articles about hosting an event at your home and saving money for a wedding also can appear in this supplement.

## **SUMMER LAWN AND GARDEN**

Readers can learn how to get their yard in tip-top shape with advice in this supplement. Articles include how to choose the right lawn mower, which flowers repel garden pests and trends in garden design.

## **SUMMER PARENTING AND KIDS**

Child rearing; family relationships; school issues, such as bullying; and tips for helping families choose healthy foods are good choices in this supplement.

## **SUMMER BOOMER AND BEYOND**

This category includes health and wellness articles that deal with the specific exercise and nutrition needs of older readers. Articles on financial planning and family issues are a good fit, as well.

## **SUMMER REAL ESTATE**

Topics in this category range from getting ready to buy or sell a home to improving your condominium or house. This supplement also can include articles about financing a home and paying it off early.

## **SUMMER FOOD & ENTERTAINING**

Tips for outdoor entertaining and grilling and new ideas for using fresh produce in your menus are among the articles that work well here. Summer recipes and party-decoration ideas could appear in this supplement.

June

## **SUMMER PETS**

This supplement should help consumers prevent bugs from attacking their animals, and make their pets as healthy as possible. Articles about pet stores and humane societies also can appear in this supplement.

## **SUMMER GREEN LIVING**

Articles on recycling, organic gardening and clothing

made from natural fibers are examples of topics that are geared toward this supplement.

## **SUMMER HEALTH AND FITNESS**

Tips on exercise, healthy eating and medical news are appropriate for this supplement. Articles might focus on how to cope with spring allergies, pick healthy food products, and exercise when you have a busy schedule.

## **SUMMER OUTDOOR RECREATION**

This supplement will help consumers prepare for all the activities they want to enjoy outside this year: hiking, biking, boating and camping. Articles can include information about equipment and locations, as well as getting fit and increasing stamina.

## **SUMMER AUTOMOTIVE**

This supplement can include articles on various auto topics, such as finding the right insurance, rental car safety, tips for choosing a new car, how to finance your purchase of a vehicle, and how to keep your car in good working order.

## **BACK TO COLLEGE**

Your children or you are getting ready to head back to college. This supplement includes information about new technology, fashion, and advice on scholarship searches and college applications.

## **BACK TO SCHOOL**

Before you know it, the kids will be back in school. This supplement is a collection of articles that offer advice to prepare readers' children for a successful school year. It includes information about online classes, fashion, healthy after-school snacks and school supplies.

July

## **FALL PERSONAL FINANCE**

This supplement is a great way to reach consumers seeking the knowledge they need to make their money work for them. It's also a good fit for articles that offer advice about consumer protection, insurance, credit and the home.

## **BACK IN SCHOOL**

Once your children are back in school, it's time to adjust to the new schedule. Articles about food allergies, healthy snacks, school photos and online classes can appear in this supplement.

## **FALL HOME IMPROVEMENT**

Whether readers are building a new home or upgrading their current home, the articles in the supplement tell them how. Do-it-yourself articles are a good fit here, as are articles about new products that make homes more energy efficient or convenient.

## **FALL BUSINESS AND CAREERS**

Everyone wants to get ahead in the business world, and this is a collection of articles with advice from the experts on how to go about it. The supplement features job search, resume and interview advice.

## **FALL BEAUTY AND FASHION**

Tips on exercise, healthy eating and beauty products are appropriate for this supplement. Articles might focus on the latest makeup trends, new skin-care breakthroughs and fashion trends.

## **FALL WEDDINGS**

This category is full of articles on dress, flower and decoration trends; wedding parties; and advice to help brides and grooms be at their best. Articles about hosting an event at your home and saving money for a wedding also can appear in this supplement.

August

## **FALL TRAVEL**

This category can include articles about the best fall vacation destinations and packing for your trip. Getting your car ready for a road trip, and planning a weekend getaway are topics that would work well in this supplement.

## **FALL HOME DECORATING**

Every change in season reflects a change in mood. Now that fall is almost here, it's time to start thinking about redecorating your home again. This

supplement features articles that focus in on the latest trends.

## **FALL LAWN AND GARDEN**

Now is the time to get the garden and lawn ready for the changing season. This supplement features articles about lawn equipment maintenance, flowers, bulbs, etc.

## **FALL BOOMER AND BEYOND**

This category includes health and wellness articles including those that deal with the specific exercise and nutritional needs of older readers. Articles on financial planning and family issues are a good fit as well.

## **FALL OUTDOOR RECREATION**

This supplement will help consumers prepare for all the activities they want to enjoy outside this year: hiking, hunting, boating and camping. Articles can include information about equipment and locations, as well as getting fit and increasing stamina.

## **FALL FOOD AND ENTERTAINING**

Recipes for soups and hearty fall meals can be in this supplement. Autumn is the time for grilling and indoor parties, as well as breaking out seasonal decorations.

## **FALL REAL ESTATE**

Topics in this category range from getting ready to buy or sell a home to improving your condominium or house. This supplement also can include articles about financing a home and paying it off early.

September

## **FALL AUTOMOTIVE**

Need a new set of wheels? This supplement offers advice about what to look for when shopping for a new car, including the latest features and financing issues. You can also find advice from mechanics about maintaining older cars, replacement parts and shopping for insurance.

## **FALL PETS**

This supplement should help consumers prevent

bugs from attacking their animals, and make their pets as healthy as possible. Articles about pet stores and humane societies also can appear in this supplement.

### **FALL GREEN LIVING**

Articles on recycling, organic gardening, composting and clothing made from natural fibers are geared toward this supplement.

### **FALL PARENTING AND KIDS**

This general category is a good place for articles on parenting tips, recreation and fitness ideas and financial planning for parents. Articles on safe children's toys, children's health and safety issues, and children's literature work well here, too.

### **FALL HEALTH AND FITNESS**

Tips on exercise, healthy eating and medical news are appropriate for this supplement. Articles might focus on how to cope with spring allergies, pick healthy food products, and exercise when you have a busy schedule.

### **WINTER BEAUTY AND FASHION**

Tips on exercise, healthy eating and beauty products are appropriate for this supplement. Articles might focus on the latest makeup trends, new skin-care breakthroughs and fashion trends.

## October

### **HOME IMPROVEMENT/WINTERIZING**

The harshest season of the year will soon be here and now is the time to get your home ready to brave the elements. The articles in this supplement offer advice to homeowners on things they need to do to before the cold weather arrives, such as ideas for reducing heating bills and tips for end-of-the-season gutter cleaning.

### **WINTER TRAVEL**

This category can include articles about the best winter vacation getaways and packing for your trip. Great indoor destinations and warm-weather destinations work well in this supplement.

### **WINTER BUSINESS AND CAREERS**

Everyone wants to get ahead in the business world, and this is a collection of articles with advice from the experts on how to go about it. The supplement features job search, resume and interview advice.

### **HOLIDAY SEASON**

Soon friends and families will begin the annual tradition of celebrating the holiday season together. This supplement features articles that are meant to get them in the spirit – gift ideas, party-planning advice, home decorating, etc.

### **THANKSGIVING CELEBRATIONS**

Food plays a huge role in the upcoming holiday and this supplement features recipes and menu ideas. Other topics covered include party planning, decorating and dealing with family stress.

### **HOLIDAY DECORATING**

Every change in season reflects a change in mood. Now that the end of the year is in sight, it's time to start thinking about bringing out the elaborate decorations. This supplement features articles that focus on Christmas, Hanukkah and Kwanzaa.

### **WINTER AUTOMOTIVE**

Need a new set of wheels? This supplement offers advice about what to look for when shopping for a new car, including the latest features and financing issues. You can also find advice from mechanics about maintaining older cars, replacement parts and shopping for insurance.

### **WINTER PARENTING AND KIDS**

Child rearing; family relationships; school issues, such as bullying; and tips for helping families eat healthy meals are all good choices in this supplement.

## November

### **HOMEMADE HOLIDAYS**

This supplement includes articles about making decorations and gifts. Homemade cooking and baking recipes can appear in this, as well.

### **CELEBRATE THE SEASON**

This is a good place for articles featuring tips on gift-giving etiquette, how to choose the best toys for gifts, and how to shop for your teenager. Ideas for decorating your house for the holidays, and how to make easy and festive hors d'oeuvres or other food for entertaining are also good article subjects.

### **WINTER GREEN LIVING**

Articles on recycling, repurposing reclaimed items and buying clothing made from natural fibers are geared toward this supplement.

### **WINTER REAL ESTATE**

Topics in this category range from getting ready to buy or sell a home to improving your condominium or house. This supplement also can include articles about financing a home and paying it off early.

### **NEW YEAR/RESOLUTIONS**

An effective venue for New Year's articles such as entertaining tips, how to make and keep resolutions, and health, nutrition and wellness advice for the new year.

December

### **MONEY/TAXES**

Year-end tax advice, how to reduce stress during tax time, and financial planning advice for the upcoming year are subjects that fit well in this supplement.

### **WINTER PETS**

This supplement should help consumers prevent bugs from attacking their animals, and make sure their pets are as healthy as possible. Articles about pet stores and humane societies also can appear in this supplement.

### **WINTER BOOMER AND BEYOND**

This category often has many holiday-related articles including a gift guide for nursing home residents or how to include older relatives in holiday celebrations. Other good subjects are travel tips for seniors, health and nutrition tips, and guidance on financial and estate planning issues.

### **WINTER HEALTH AND FITNESS**

Tips on exercise, healthy eating and medical news are appropriate for this supplement. Articles might focus on how to cope with spring allergies, pick healthy food products, and exercise when you have a busy schedule.

### **WINTER FOOD AND ENTERTAINING**

Recipes for soups and hearty winter meals can be in this supplement. Winter is the time for cozy get-togethers with family and friends.