

2010 EDITORIAL CALENDAR

JANUARY/FEBRUARY



EDITORIAL FOCUS

Affordable Travel –
Cheap Thrills in all 9 states: AL,
GA, KY, MD, NC, SC, TN, VA, WV

SPECIAL ADVERTISING SECTIONS

Hot Deals & Special Offers
Real Estate
Mountain Arts
Get A Room

MARCH/APRIL



EDITORIAL FOCUS

75th Anniversary Issue:
Celebrate the Blue Ridge Parkway

SPECIAL ADVERTISING SECTIONS

In the Garden
Real Estate
Mountain Arts
Get A Room

MAY/JUNE



EDITORIAL FOCUS

Blue Ridge Wine Country:
Vineyards in the Mountains

SPECIAL ADVERTISING SECTIONS

**2nd Annual Travel
Advertorial Feature**
Real Estate
Mountain Arts
Get A Room

JULY/AUGUST



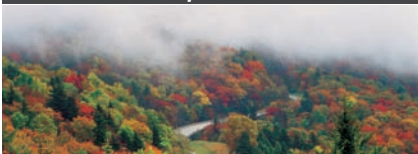
EDITORIAL FOCUS

Summer in the Mountains:
Warm-weather Weekend Escapes

SPECIAL ADVERTISING SECTIONS

Travel Packages & Specials
Relocation & Retirement
Real Estate
Mountain Arts
Get A Room

SEPTEMBER/OCTOBER



EDITORIAL FOCUS

Great Trails:
*From Leaf to Heritage to Craft
and more*

SPECIAL ADVERTISING SECTIONS

**6th Annual Log &
Timberframe Homes**
Real Estate
Mountain Arts
Get A Room

NOVEMBER/DECEMBER



EDITORIAL FOCUS

Mountain People:
*Present-day stories from the
Blue Ridge*

SPECIAL ADVERTISING SECTIONS

Mountain Shopping Map
Real Estate
Mountain Arts
Get A Room

IN EVERY ISSUE, OUR READERS ENJOY:

Photo Essay

Stunning images from the Shenandoah to the Alleghenies to the Smokies

From the Farm

Elizabeth Hunter's international-award-winning column

On the Mountainside

Head outdoors! Motorcycle rides, fishing, photography and more.

Events & Festivals

In all 9 states

Creature Feature

Wildlife fun & facts

Inns & Getaways

Where to stay

At Home

From cabin to the mountain garden to restaurant reviews and recipes

NEW – Around the Mountains

What's new with you? Let us know! To be considered in this new editorial column, contact the editor at cmodisett@leisurepublishing.com.

