

BOOTHMICHIGAN 2008 EDITORIAL CALENDAR

TIE YOUR MESSAGE TO QUALITY CONTENT

The advantage of BoothMichigan is our publications' editorial content.

BoothMichigan's writers, photographers and graphic artists are experienced journalists and professionals. They have a deep understanding of what makes a good story. It's their credible, award-winning coverage that attracts our huge audience of loyal readers and online visitors.

Ironically, in a "content is king" world, such quality coverage is increasingly hard to find. But it's still sought after, appreciated and rewarded by well-rounded, curious people—the kind you want to reach.

CONNECT ALL YEAR LONG

Along with quality, you benefit from quantity. Our extensive editorial schedule, outlined on the following pages, means you can stay in front of travelers throughout the year. Equally important, you can tie your message to articles about your destination or tourism category.

SHARE YOUR STORIES

We're always interested in news about you. Keep in touch by contacting our BoothMichigan editorial group below or the editors at our individual publications. You'll find their contact information on pages 68-70.

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JANUARY 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Gaming Sampler	Jan. 6	Dec. 27	Dec. 27
Chicago Sampler	Jan. 13	Jan. 3	Jan. 7
Northern Michigan/UP Snowmobiling Feature	Jan. 13	Jan. 3	Jan. 7
Travel E-Deals	Jan. 13	Dec. 24	Dec. 24
Cabin Fever Escapes	Jan. 20	Jan. 10	Jan. 10

FEBRUARY 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Great Lakes Gaming Feature	Feb. 3	Jan. 24	Jan. 28
Spring Brochure Directory	Feb. 10	Jan. 24	Jan. 24
Chicago Sampler	Feb. 10	Jan. 31	Feb. 4
Travel E-Deals	Feb. 10	Jan. 24	Jan. 24
Spring Escapes	Feb. 24	Feb. 14	Feb. 14

The people who live in BoothMichigan markets enjoy travel and entertainment. Among BoothMichigan adults in the past 12 months:

1,872,500 took an overnight vacation trip (for a total of 6,636,200 overnight vacation trips)

543,900 visited a casino

442,300 toured Chicago (the #1 out-of-state destination for BoothMichigan adults)

61,800 went snowmobiling

MARCH 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Gaming Sampler	Mar. 2	Feb. 21	Feb. 25
Kidz & Family Travel Feature	Mar. 9	Feb. 28	Mar. 3
Chicago Feature & Sampler	Mar. 16	Mar. 6	Mar. 10
Destination – Grand Rapids	Mar. 16	Mar. 6	Mar. 10
Travel E-Deals	Mar. 16	Feb. 28	Feb. 28
I-75 Corridor Feature Frankenmuth/Saginaw	Mar. 23	Mar. 13	Mar. 17

APRIL 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Gaming Sampler	Apr. 6	Apr. 3	Mar. 31
Vacation Destination – Traverse City	Apr. 6	Apr. 3	Mar. 31
Summer Brochure Directory	Apr. 13	Mar. 27	Mar. 27
Chicago Sampler	Apr. 13	Apr. 3	Mar. 31
Travel E-Deals	Apr. 13	Mar. 27	Mar. 27
Summer Travel Section	Apr. 20	Apr. 10	Apr. 14
Vacation Destination – Ludington/Pentwater/Manistee	Apr. 27	Apr. 17	Apr. 21

1,026,000 BoothMichigan adults have children age 17 or younger. Among them, 821,500 traveled with their kids on vacation in the past 12 months.

BoothMichigan adults especially enjoy traveling in their home state. In the past 12 months:

269,100 visited Frankenmuth

361,442 spent leisure time in the Traverse City area (Northern Michigan is the #1 in-state destination for BoothMichigan adults)

135,000 traveled to Ludington while 393,100 visited other places in Western Michigan along the lakeshore

Travel and entertainment activity: Scarborough, Release 1, 2007

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MAY 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Southwest Ontario Feature	May 4	Apr. 24	Apr. 28
Gaming Sampler	May 4	Apr. 24	Apr. 28
Northern Indiana Feature	May 11	May 1	May 5
Chicago Sampler	May 11	May 1	May 5
Travel E-Deals	May 11	Apr. 24	Apr. 24
Travel Michigan's Summer Travel Guide (tab)	May 18	Feb. 22	Mar. 7
Vacation Destination – The Straits: Mackinac Island/Mackinaw City/St. Ignace	May 18	May 8	May 12
Northern Ontario Feature	May 25	May 15	May 19
Milwaukee Sampler	May 25	May 15	May 19

JUNE 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Vacation Destination – Petoskey/Harbor Springs/Charlevoix	June 1	May 21	May 23
Destination – Lansing	June 1	May 21	May 23
Gaming Sampler	June 1	May 21	May 23
Vacation Destination – Cadillac	June 8	May 29	June 2
Toronto Sampler	June 8	May 29	June 2
Chicago Sampler	June 15	June 5	June 9
Eastern UP Feature	June 15	June 5	June 9
Travel E-Deals	June 15	May 29	May 29
Kidz & Family Travel Feature	June 22	June 12	June 16
Niagara Falls Feature	June 29	June 19	June 23
Milwaukee Sampler	June 29	June 19	June 23

Ontario is the #1 destination outside the U.S. for BoothMichigan adults. In the past two years, 281,500 visited Sault Ste. Marie; 249,300 visited Toronto; 190,900 visited the Ontario side of Niagara Falls; 188,800 visited Windsor; 86,400 visited London; and 55,000 visited Sarnia.

404,000 BoothMichigan adults traveled to Michigan's Upper Peninsula in the past 12 months

482,800 BoothMichigan adults golfed in the past year

291,700 BoothMichigan adults took a cruise in the past three years

Travel and entertainment activity: Scarborough, Release 1, 2007; Urban & Associates.

JULY 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Gaming Sampler & Feature	July 6	June 26	June 27
Vacation Destination – Central/Western UP	July 13	July 3	July 7
Chicago Sampler	July 13	July 3	July 7
Travel E-Deals	July 13	June 26	June 26
Weekend Drives Feature	July 20	July 10	July 14

AUGUST 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Gaming Sampler	Aug. 3	July 24	July 28
Last Chance Summer Escapes	Aug. 3	July 24	July 24
Toronto Sampler	Aug. 3	July 24	July 28
Chicago Sampler	Aug. 10	July 31	Aug. 4
Fall Brochure Directory	Aug. 10	July 24	July 24
Travel E-Deals	Aug. 17	July 24	July 24
Fall Golf Getaways Feature	Aug. 17	Aug. 7	Aug. 11
Fall Color Section	Aug. 24	Aug. 14	Aug. 18

SEPTEMBER 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Gaming Sampler	Sept. 7	Aug. 27	Aug. 28
Chicago Sampler	Sept. 14	Sept. 4	Sept. 8
Travel E-Deals	Sept. 14	Aug. 28	Aug. 28
Cruise Feature	Sept. 21	Sept. 11	Sept. 15

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OCTOBER 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Gaming Sampler	Oct. 5	Sept. 25	Sept. 29
Florida Feature	Oct. 5	Sept. 25	Sept. 29
Motown Sampler	Oct. 5	Sept. 25	Sept. 29
Chicago Sampler & Holiday Feature	Oct. 12	Oct. 2	Oct. 6
Travel E-Deals	Oct. 12	Sept. 25	Sept. 25
Winter Magazine (tab)	Oct. 26	Aug. 1	Aug. 15

NOVEMBER 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Gaming Sampler	Nov. 2	Oct. 23	Oct. 27
Holiday Shopping Feature	Nov. 2	Oct. 23	Oct. 27
Winter Travel Section	Nov. 9	Oct. 30	Nov. 3
Chicago Sampler	Nov. 16	Nov. 6	Nov. 10
Winter Brochure Directory	Nov. 16	Oct. 30	Oct. 30
Travel E-Deals	Nov. 16	Oct. 30	Oct. 30
Ski Feature	Nov. 23	Nov. 13	Nov. 14

DECEMBER 2008

Editorial	Publication Date	Reservation Deadline	Material Deadline
Gaming Sampler	Dec. 7	Nov. 27	Dec. 1
Winter Escapes	Dec. 7	Nov. 27	Nov. 27
Chicago Sampler	Dec. 7	Nov. 27	Dec. 1
Travel E-Deals	Dec. 14	Nov. 27	Nov. 27

Adults in BoothMichigan markets continue to travel and play during the winter. In the past 12 months:

219,600 visited Orlando; 291,600 visited other places in Florida

394,400 stayed overnight in Detroit for a getaway

98,000 went skiing; 37,200 went snowboarding

Travel and entertainment activity: Scarborough, Release 1, 2007.