

Our Editorial Philosophy

The mission of *Home Improvement* magazine is to provide consumers with ideas, inspiration, education and local resources to get their home improvement projects done, whatever the scope of their projects and budgets. It is our goal to be the local resource for information on every aspect of home improvement, including remodeling, maintenance, design and decor, gardening, organization, new products and developments in the industry.

Our Special Sections focus on key areas of home improvement, offering information, ideas and inspiration, accompanied by comprehensive listings of corresponding resources.

Editorial Calendar

ISSUE: SEPTEMBER 29, 2007

ADVERTISING DEADLINE: AUG. 8, 2007

Home Feature: Window Treatments

Outdoor/Garden Feature: Exterior Lighting

Special Section: Exterior Materials

ISSUE: OCTOBER 27, 2007

ADVERTISING DEADLINE: SEPT. 5, 2007

Home Feature: Improving Your Investment

Outdoor/Garden Feature: Winterizing Your Home Exterior

Special Section: Roofs

ISSUE: NOVEMBER 24, 2007

ADVERTISING DEADLINE: OCT. 3, 2007

Home Feature: Wine Rooms

Outdoor/Garden Feature: Outdoor Fireplaces and Firepits

Special Section: Carpeting And Rugs

ISSUE: DECEMBER 22, 2007

ADVERTISING DEADLINE: OCT. 31, 2007

Home Feature: Fireplaces And Mantels

Outdoor/Garden Feature: Holiday Greenery

Special Section: High-Tech Home Entertainment

ISSUE: JANUARY 19, 2008

ADVERTISING DEADLINE: NOV. 28, 2007

Kitchen And Bath Planner Special Issue

Home Feature: Before and After Kitchens and Baths

Product Gallery: New Kitchen and Bath Products

Special Section: 2008 Kitchen & Bath Planner

ISSUE: FEBRUARY 16, 2008

ADVERTISING DEADLINE: DEC. 24, 2007

Home Feature: Closets

Outdoor/Garden Feature: Indoor Plants

Special Section: Driveways/Garages

ISSUE: MARCH 15, 2008

ADVERTISING DEADLINE: JAN. 23, 2008

Remodeling Guide Special Issue

Home Feature: "Green" Remodeling

Special Section: Remodeling Guide

ISSUE: APRIL 12, 2008

ADVERTISING DEADLINE: FEB. 20, 2008

Home Feature: Lighting

Outdoor/Garden Feature: Landscape Planning for Spring

Special Section: Countertops

ISSUE: MAY 10, 2008

ADVERTISING DEADLINE: MARCH 19, 2008

Home Feature: Bath Before-and-After

Outdoor/Garden Feature: Ponds and Water Features

Special Section: Flooring

ISSUE: JUNE 7, 2008

ADVERTISING DEADLINE: APRIL 16, 2008

Home Feature: Kitchen Appliances

Outdoor/Garden Feature: Pools and Spas

Special Section: Home Organization (closets, garages, etc.)

ISSUE: JULY 5, 2008

ADVERTISING DEADLINE: MAY 14, 2008

Home Feature: Simple Changes, Big Difference (paint, hardware, etc.)

Outdoor/Garden Feature: Outdoor Living Spaces

Special Section: Windows and Doors

ISSUE: AUGUST 2, 2008

ADVERTISING DEADLINE: JUNE 11, 2008

Interior Design Special Issue

Home Feature: Decorating on a Dime

Special Section: 2008 Design Planner

ISSUE: AUGUST 30, 2008

ADVERTISING DEADLINE: JULY 9, 2008

Home Feature: Cabinets

Outdoor/Garden Feature: Outdoor Fun and Recreation (grilling, courts, play sets, etc.)

Special Section: Patios, Porches and Decks

ISSUE: SEPTEMBER 27, 2008

ADVERTISING DEADLINE: AUG. 6, 2008

Home Feature: Window Treatments

Outdoor/Garden Feature: Lawn Care (irrigation, maintenance, etc.)

Special Section: Carpeting and Rugs

2007/2008 Advertising Deadlines

ISSUE	AD DEADLINE	STREET DATE	ISSUE	AD DEADLINE	STREET DATE	ISSUE	AD DEADLINE	STREET DATE	ISSUE	AD DEADLINE	STREET DATE
Sept. 29, 2007	8/08/07	9/02/07	Jan. 19, 2008	11/28/07	12/23/07	May 10, 2008	3/19/08	4/13/08	Aug. 2, 2008	6/11/08	6/06/08
Oct. 27, 2007	9/05/07	9/30/07	Feb. 16, 2008	12/24/07	1/20/08	June 7, 2008	4/16/08	5/11/08	Aug. 30, 2008	7/09/08	8/03/08
Nov. 24, 2007	10/03/07	10/28/07	Mar. 15, 2008	1/23/08	2/17/08	July 5, 2008	5/14/08	6/08/08	Sept. 27, 2008	8/06/08	8/31/08
Dec. 22, 2007	10/31/07	11/25/07	Apr. 12, 2008	2/20/08	3/16/08						