

Bloom

M A G A Z I N E

Editorial Calendar

February 2012 – January 2013

Feature stories will focus on the following themes.*

February/March 2012

Theater
Adventure
Wedding Guide

April/May 2012

Food
Adventure
Education

June/July 2012

Home and Garden Issue

August/September 2012

Music
Business
TBA

October/November 2012

Sports
Health
Home

December 2012/January 2013

Holidays/Food
Nature
Tradition

*subject to change without notice

Special Advertising Opportunities*

February 2012 – January 2013

February/March 2012

Home Improvement Special Ad Section

April/May 2012

Specialties of the House:
Dining Advertorial Section
Real Estate Special Ad Section

June/July 2012

All Things Green Special Advertorial Section

August/September 2012

Home Beautiful Special Advertorial Section
Professional Services Special Ad Section

October/November 2012

Look Good, Feel Good Special Advertorial Section
Guide to Entertaining Special Ad Section

December 2012/January 2013

Bloomington After Dark Advertorial Section
Guide to Artists Special Ad Section
Boutique Guide Special Ad Section

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