

Editorial and Advertising Planner

Each month we focus on one particular editorial theme. These special print features, exclusive digital content, contests and events are in addition to our regular monthly columns and features.

JANUARY

Health, Fitness and Finance Issue

- Articles and resources to get families off to a healthy and prosperous new year.

FEBRUARY

Annual Education Issue

- Preschool and private school directory and articles

MARCH

Babies, Babies, Babies

- Articles and resources for parents of newborns and babies.

APRIL

Summer Camp Issue

- Summer Camp Directory
- Kick off of Summer Camp Giveaway

MAY

Celebrating Mother's Day and Vacation Bible School Directory

- Comprehensive directory of local Vacation Bible Schools (free inclusion for organizations)
- Summer Camp Giveaway continues and winners are chosen end of month
- Mother's Day Giveaway

JUNE

Celebrating Father's Day and Summer Activities

- Listings of summer activities including classes and special events
- Father's Day Giveaway
- Summer travel features

JULY

All About Birthdays

- Directory of birthday services
- Birthday party giveaway

AUGUST

Back to School

- School preparation and education themed articles
- Back to School Expo on 2nd Saturday of August

SEPTEMBER

The Arts

- Arts Directory with art, dance, music and theatre classes
- Arts and creativity themed articles

OCTOBER

Special Needs plus Tutoring Directory

- Articles and information for special needs children and families
- Tutoring directory with resources for students who need extra help

Our mission statement:

To enhance the quality of life for the families of Naples, Collier County and SW Florida by providing information and resources that support the importance and joys of parenting.

NOVEMBER

Celebrating Adoption Month plus Martial Arts Directory

- Directory of local martial arts studios
- Articles on adoption, fostering

DECEMBER

Holiday Events and Entertainment plus Toy Review and Gift Guide

- Holiday themed articles
- Review of year's best toys

