



NEW JERSEY
Family
2025 Editorial Planner

		PROFILE RESERVATION	SPACE DEADLINE	CAMERA READY ART DUE
FEB	BIG BOOK OF CAMPS	DEC 2024	JAN	JAN
Mailing: Feb. 4	<ul style="list-style-type: none">■ Health Checklist: Allergies, Ticks, Sun Safety & More■ Preschool & Daycare Camps■ Day Camp vs. Overnight Camp: Which is Right for Your Child?■ Specialized Day Camps: Find a Camp For Every Interest <p><i>Profiles: Meet the Camp</i> <i>Advertising Section: Summer Field Trips</i></p>	18	6	13
APRIL	BEST NJ LAWYERS FOR FAMILIES	FEB	FEB	FEB
Mailing: Mar. 25	<ul style="list-style-type: none">■ Garden State: Exploring Natural NJ: Parks, Trails + Beyond■ NJ Eats: Kid-Friendly Restaurants, Date Night Spots + More■ Daycare vs. Nanny/Au Pair: Which is Right for You?■ Self-Care for Moms: Fitness, Cosmetic Procedures + Beyond <p><i>Profiles: Best NJ Lawyers for Families</i> <i>Advertising Sections: Spring Family Fun / Dining Out in NJ</i></p>	6	20	27



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SUMMER	NJ HOME / NJ BABY / SUMMER GUIDE	MAY	MAY	JUNE
Mailing: June 24	<div> <div> <ul style="list-style-type: none"> ■ Best Fairs and Festivals ■ Jersey Shore + Family Staycation Ideas ■ Vacation Inspo: Overseas Destinations, Road Trips + More ■ Summer Academic Enrichment ■ Helping Kids Cope With the Loss of a Pet ■ Home Improvements That Add Value ■ Outdoor Living: Transforming Your Backyard into a Family Oasis </div> <div> <ul style="list-style-type: none"> ■ Renovation or Relocation? What Realtors Recommend ■ Understanding Common Pediatric Orthopedic Issues ■ Sports Injuries in Kids: Prevention, Treatment, and Recovery ■ How to Talk to Your Child About Sadness and Depression </div> </div> <div> NJ BABY: <ul style="list-style-type: none"> ■ Navigating the First Pediatrician Visits: What to Expect and Questions to Ask ■ Dental Dos and Don'ts for Baby ■ How to Establish a Daily Schedule with Your Newborn ■ Creating a Safe Sleep Environment: What Every Parent Should Know About SIDS Prevention ■ Nurseries We Love </div> <div> <i>Profiles: NJ's Leaders in Orthopedics / Meet the Home Improvement Experts</i> <i>Advertising Sections: Summer Family Fun / Vacation Planner</i> </div>	6	28	4
SEPT	BIG BOOK OF EDUCATION	JUL	JUL	JUL
Mailing: Aug. 26	<div> <div> <ul style="list-style-type: none"> ■ Back to School Health Checkup ■ Guide to Finding the Right Preschool/Daycare ■ Find the Right Private School For Your Kid ■ Empowering Your Child with Dyslexia in School and Beyond ■ AI in Education: How Artificial Intelligence is Changing the Classroom </div> <div> <ul style="list-style-type: none"> ■ Stress and School: Helping Your Child Cope with Academic Pressure ■ Academic Enrichment Guide ■ Educational Field Trips + Assemblies ■ How to Balance Support and Independence for Your High Schooler ■ Financial Aid 101: What Parents Need to Know About Paying for College </div> </div> <div> <i>Profiles: Meet the School</i> <i>Advertising Sections: Academic Enrichment / Fall Family Fun</i> </div>	9	16	23



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DEC	KIDS' HEALTH / HOLIDAY GIFT GUIDE / RAISING TEENS	SEP	OCT	OCT
Mailing: Nov. 18	<ul style="list-style-type: none">■ NJ's Favorite Kids' Docs: The List■ Holiday Gift Guide: Kids, Moms, Pets + Beyond■ Outdoor Winter Fun in NJ■ NJ's Best Holiday Attractions■ Holiday Theater and Shows■ Jersey Shore Christmas: Holiday Celebrations Along the Shore■ Common Kids' Health Myths Debunked <p><i>Profiles: New Jersey's Favorite Kids' Docs</i></p> <p><i>Advertising Sections: Annual Private School Previews / Winter Family Fun / Family Vacation Planner</i></p>	16	7	14