

CINCINNATI MAGAZINE PRODUCTION DATES 2011: ADVERTISING

Cincinnati	APR	MAY	CITY 11	JUN	WED	JUL	AUG	SEP	WED	OCT	NOV	DEC	WED	JAN 12	FEB 12	MAR 12
				+City Guide	SUMMER				FALL				WINTER			
SOURCE DUE DATES	12/1	1/2	1/7	2/1	4/1	3/1	4/1	5/2	7/1	6/1	7/1	8/1	10/1	9/1	10/3	11/1
CUSTOM INSERT CLOSE	12/10	1/7	1/28	2/4	3/4	3/11	4/15	5/13	7/10	6/10	7/8	8/12	9/1	9/9	10/7	11/11
Special Sections AD CLOSE	2/16	3/16	n/a	4/20	n/a	5/18	6/15	7/20	n/a	8/17	9/14	10/19	n/a	11/16	12/14	1/18
* AD CLOSE *	2/18	3/18	4/8	4/22	5/13	5/20	6/17	7/22	8/12	8/19	9/16	10/21	8/12	11/18	12/16	1/20
COMP lists due to MISSY	2/28	4/25	n/a	4/25	n/a	5/30	6/27	8/1	n/a	8/29	9/26	10/31	n/a	11/28	1/2	1/30
PAGINATION	2/22	3/21	4/11	4/25	5/16	5/26	6/20	7/25	8/15	8/22	9/19	10/25	11/14	11/21	12/19	1/23
PAGINATION APPROVED	2/23	3/22	4/12	4/26	5/17	5/24	6/21	7/26	8/16	8/23	9/20	10/26	11/15	11/22	12/20	1/24
PREPRINTED DUE RRD-Mendota	3/9	4/6	4/27	5/11	6/1	6/8	7/6	8/10	9/6	9/7	10/5	11/9	12/1	12/7	1/11	2/8
SHIP from RRD	3/18	4/15	5/6	5/20	6/10	6/17	7/15	8/19	9/16	9/16	10/14	11/18	12/7	12/16	1/20	2/17
ON SALE THURSDAY	3/31	4/28	5/19	6/2	6/23	6/30	7/28	9/1	9/22	9/29	10/27	12/1	12/22	12/29	2/2	3/1
ZINIO LIVE	3/25	4/22	5/19	5/27	n/a	6/24	7/22	8/26	n/a	9/23	10/27	11/25	n/a	12/23	1/27	2/24
WEB CONTENT LIVE	3/31	4/28	5/19	6/2	6/23	6/30	7/28	9/1	9/22	9/29	10/27	12/1	12/22	12/29	2/2	3/1
AD PRODUCTION DEADLINES																
CUSTOM INSERT PRODUCTION MATERIALS DUE **	2/9	3/9	3/29	4/5	5/3	5/10	6/7	7/13	8/9	8/9	9/7	10/12	11/4	11/7	12/14	1/11
CUSTOM INSERTS APPROVED **	1/22	3/21	4/8	4/22	5/13	5/20	6/17	7/25	8/19	8/19	9/19	10/24	11/4	11/17	12/26	1/23
Production materials due	2/18	3/18	4/8	4/22	5/13	5/20	6/17	7/22	8/12	8/19	9/16	10/21	11/4	11/18	12/16	1/20
PICK UP ad lists due to Art	2/22	3/21	4/11	4/25	5/16	5/23	6/20	7/25	8/15	8/22	9/19	10/24	11/7	11/21	12/19	1/23
Overprint Ads approved (FP & Frax)	3/2	3/30	n/a	5/4	n/a	6/1	6/29	8/3	n/a	8/31	9/28	11/2	n/a	11/30	1/4	2/1
ROB Frax Ads approved + ready to place*	3/4	4/1	4/25	5/6	5/27	6/3	7/1	8/5	8/26	9/2	9/30	11/4	11/16	12/2	1/6	2/3
ROB Full Page ADS approved*	3/7	4/4	4/25	5/9	5/31	6/6	7/5	8/8	8/29	9/6	10/3	11/7	11/18	12/5	1/9	2/6
Revised 3.2.11																

** Custom Inserts include gatefolds, BRCs, bound-in materials, tipped-in materials, polybag materials, and others.

Due dates may differ depending on type of project and delivery. See your Advertising Representative for more details.

*ROB ads include any ad not in an overprint section.