

2008 Magazines & Special Sections Publication Schedule

Last update: 1/10/08

- Cells highlighted in pink indicate projected or tentative information
- Cells highlighted in blue indicate that the section runs in two or more different publications;

All sections run on newsobserver.com/triangle.com

Format: T=tabloid; M=magazine; S=standard



The News & Observer (N&O)

DAY	DATE	SECTION/MAGAZINE NAME	DISTRIBUTION	FORMAT	DESCRIPTION
Thu.	1/3	Health & Fitness	Full run N&O	T	Guide to a healthier lifestyle
Thu.	2/7	Life + Science	Select ZIPs in The N&O (Thu. 2/7); full run DN (Sat. 2/9) and CHN (Sun. 2/10); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Sat.	2/9	Living in Style	Select affluent N&O ZIPs in the greater Triangle; select retail and real estate outlets	M	Triangle lifestyle magazine
Wed.	2/13	Summer Options (Wake Edition)	N&O in Wake Co. ZIPs, full run EWN and CN	T	Guide to kids' summer camps and activities
Wed.	2/27	Southwest Business Spotlight	N&O, CN and Midweek ZIPs in South and West Wake County	T	Advertiser-supplied business profiles accompany ads
Sun.	3/9	Road Trips and Getaways	Full run N&O and CHN	M	Travel and tourism magazine
Thu.	3/13	About Downtown Raleigh	N&O Wake Co. ZIPs and racks; copies distributed at select retail locations and by the Downtown Alliance	M	Guide to the growing downtown's businesses, events and leisure activities
Thu.	3/13	ACC Basketball Tournament Preview	Full run N&O	S	Expanded coverage from News
Fri.	3/28	Business Spotlight (Wake Forest, Wakefield, Franklin Co., etc.)	N&O and Midweek Values (Wed. 3/26) ZIPs in that area	T	Advertiser-supplied business profiles accompany ads
Sat.	3/29	Spring Southern Ideal Home Show	Full run N&O (Sat. 3/29), CHN (Sun. 3/30) and at the show	T	Show program and related articles
Sun.	4/20	Southern Women's Show	Full run N&O, CHN and at the show	T	Show program and related articles
Thu.	4/24	Life + Science	Select ZIPs in The N&O (Thu. 4/24); full run DN (Sat. 4/26) and CHN (Sun. 4/27); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Sat.	4/26	Living in Style (Spring Fashion issue)	Select affluent N&O ZIPs in the greater Triangle; select retail and real estate outlets	M	Triangle lifestyle magazine
Sun.	5/11	Celebrate Nursing	Full run N&O and CHN	T	Profiles individual nurses and promotes the profession
Wed.	6/11	Komen Race for the Cure	Full run N&O; 5,000 copies at the Race and packet pick up locations for race participants	T	A guide to the Race, the Komen organization and breast cancer awareness
Sat.	6/14	Living in Style	Select affluent N&O ZIPs in the greater Triangle; select retail and real estate outlets	M	Triangle lifestyle magazine
Thu.	6/19	About Downtown Raleigh	N&O Wake Co. ZIPs and racks; copies distributed at select retail locations and by the Downtown Alliance	M	Guide to the growing downtown's businesses, events and leisure activities
Fri.	6/27	Eastern NC Life	Full run EWN (Wed. 6/25) and Herald (Fri. 6/27) and select Eastern NC ZIPs in The N&O (Fri., 6/27)	T	Places to go and things to do in Eastern NC
Thu.	7/10	Life + Science	Select ZIPs in The N&O (Thu. 7/10); full run DN (Sat. 7/12) and CHN (Sun. 7/13); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Thu.	7/24	Reader Referral	Full run EWN (Wed., 7/23) and select Eastern Wake Co. ZIPs in The N&O (Thu., 7/24)	T	Best of Eastern Wake County businesses and leisure
Wed.	7/30	Garner Business Spotlight	N&O and Midweek Values ZIPs in Garner area	T	Advertiser-supplied business profiles accompany ads
Thu.	8/14	About Downtown Raleigh	N&O Wake Co. ZIPs and racks; copies distributed at select retail locations and by the Downtown Alliance	M	Guide to the growing downtown's businesses, events and leisure activities
Sun.	8/24	ACC Football Preview	Full run N&O	S	Expanded coverage from News
Sat.	8/30	Living in Style (Fall Fashion issue)	Select affluent N&O ZIPs in the greater Triangle; select retail and real estate outlets	M	Triangle lifestyle magazine
Sun.	9/7	Arts Preview	Full run N&O	S	Guide to the Fall arts and entertainment season from News
Sun.	9/7	NFL Preview	Full run N&O	S	Expanded coverage from News within the Sports section
Sat.	9/20	Fall Southern Ideal Home Show	Full run N&O (Sat. 9/20), CHN (Sun. 9/21) and at the show	T	Show program and related articles
Thu.	9/18	Life + Science	Select ZIPs in The N&O (Thu. 9/18); full run DN (Sat. 9/20) and CHN (Sun. 9/21); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Fri.	9/19	The Good Life	Full run N&O	T	Lifestyle publication for those nearing retirement
Wed.	10/1	Carolina Hurricanes Preview	Full run N&O	S	Expanded coverage from News
Sun.	10/5	Schools and Colleges	Full run N&O	T	
Sat.	10/11	Living in Style	Select affluent N&O ZIPs in the greater Triangle; select retail and real estate outlets	M	Triangle lifestyle magazine
Fri.	10/17	Business Spotlight (Wake Forest, Wakefield, Franklin Co., etc.)	Wake Forest, Wakefield, Rolesville, Franklin Co. ZIPs in The N&O and Midweek Values (Wed. 10/22)	T	Advertiser-supplied business profiles accompany ads; features guide to the Wake Forest Chamber Business Expo
Fri.	10/24	Business Profiles (Eastern NC)	Full run in The Herald (Fri. 10/24) and EWN (Wed. 10/22); Eastern NC ZIPs in The N&O	T	Advertiser-supplied business profiles accompany ads
Thu.	10/30	Life + Science	Select ZIPs in The N&O (Thu. 10/30); full run DN (Sat. 11/1) and CHN (Sun. 11/2); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Thu.	11/6	Celebrating Allied Health Professions	Full run N&O	T	
Thu.	11/6	ACC Basketball Season Preview	Full run N&O	S	A look at the upcoming season
Thu.	11/13	About Downtown Raleigh	N&O Wake Co. ZIPs and racks; copies distributed at select retail locations and by the Downtown Alliance	M	Guide to the growing downtown's businesses, events and leisure activities
Fri.	11/14	What's Up (holiday issue)	Full run N&O and CHN (Sun. 11/16)	T	Expanded What's Up; Holiday Calendar of Events
Sat.	12/6	Living in Style (Holiday issue)	Select affluent N&O ZIPs in the greater Triangle; select retail and real estate outlets	M	Triangle lifestyle magazine

Non-Subscriber Magazines

PUB SCHEDULE	SECTION/MAGAZINE NAME	DISTRIBUTION	FORMAT	DESCRIPTION
Monthly	Skirt!	Premiere Triangle issue pubs in April; greater Triangle racks	M	Lifestyle magazine for women
April	Carolina Bride	Direct mail; @ Forever Bridal Show; greater Triangle retail outlets	M	Triangle bridal magazine
April	First Impressions	Distributed by local real estate businesses and newcomers assoc. to families moving into the Triangle	M	A newcomer's guide to the Triangle
October	Carolina Bride	Direct mail; @ Forever Bridal Show; retail outlets	M	Triangle bridal magazine

The Cary News (CN)					
DAY	DATE	SECTION/MAGAZINE NAME	DISTRIBUTION	FORMAT	DESCRIPTION
Wed.	2/13	Summer Options (Wake Edition)	N&O in Wake Co. ZIPs, full run EWN and Cary News	T	Guide to kids' summer camps and activities
Wed.	7/23	Today	Full run CN	M	Guide to Western Wake Co. including readers' "Best of" voting results
Wed.	11/26	All Things Holiday	Full run CN	T	Holiday Shopping and entertainment guide to Western Wake Co.

The Chapel Hill News (CHN)					
DAY	DATE	SECTION/MAGAZINE NAME	DISTRIBUTION	FORMAT	DESCRIPTION
Sun.	2/10	Life + Science	Select ZIPs in The N&O (Thu. 2/7); full run DN (Sat. 2/9) and CHN (Sun. 2/10); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Sun.	2/17	Summer Options (Durham/Orange Edition)	Full run DN (Sat. 2/16) and CHN (Sun. 2/17)	T	Guide to kids' summer camps and activities
Sun.	3/30	Spring Southern Ideal Home Show	Full run N&O (Sat. 3/29), CHN (Sun. 3/30) and at the show	T	Show program and related articles
Sun.	4/13	All Things Spring	Full run CHN	S	Home, garden and fashion information plus the Rose Awards
Sun.	4/27	Life + Science	Select ZIPs in The N&O (Thu. 4/24); full run DN (Sat. 4/26) and CHN (Sun. 4/27); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Wed.	4/30	Carrboro Day	Full run CHN	S	Guide for the annual event celebrating the Carrboro community
Sun.	7/13	Life + Science	Select ZIPs in The N&O (Thu. 7/10); full run DN (Sat. 7/12) and CHN (Sun. 7/13); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Sun.	8/17	Back to School	Full run CHN	S	Contains school calendar, PTA schedule, bus schedule and sports calendars for the upcoming school year
Sun.	9/21	Fall Southern Ideal Home Show	Full run N&O (Sat. 9/20), CHN (Sun. 9/21) and at the show	T	Show program and related articles
Sun.	9/21	Life + Science	Select ZIPs in The N&O (Thu. 9/18); full run DN (Sat. 9/20) and CHN (Sun. 9/21); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Wed.	9/24	Carrboro Music Festival	Full run CHN	S	Contains the schedule of events, map of the venues and other information about the annual event
Sun.	11/2	Life + Science	Select ZIPs in The N&O (Thu. 10/30); full run DN (Sat. 11/1) and CHN (Sun. 11/2); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Fri.	11/14	What's Up (holiday issue)	Full run N&O and CHN (Sun. 11/16)	T	Expanded What's Up; Holiday Calendar of Events

The Durham News (DN)					
DAY	DATE	SECTION/MAGAZINE NAME	DISTRIBUTION	FORMAT	DESCRIPTION
Sat.	2/9	Life + Science	Select ZIPs in The N&O (Thu. 2/7); full run DN (Sat. 2/9) and CHN (Sun. 2/10); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Sat.	2/16	Summer Options (Durham/Orange Edition)	Full run DN (Sat. 2/16) and CHN (Sun. 2/17)	T	Guide to kids' summer camps and activities
Sat.	4/26	Life + Science	Select ZIPs in The N&O (Thu. 4/24); full run DN (Sat. 4/26) and CHN (Sun. 4/27); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Sat.	7/12	Life + Science	Select ZIPs in The N&O (Thu. 7/10); full run DN (Sat. 7/12) and CHN (Sun. 7/13); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Sat.	9/20	Life + Science	Select ZIPs in The N&O (Thu. 9/18); full run DN (Sat. 9/20) and CHN (Sun. 9/21); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science
Sat.	11/1	Life + Science	Select ZIPs in The N&O (Thu. 10/30); full run DN (Sat. 11/1) and CHN (Sun. 11/2); mailed to museum members	T	Official magazine of the North Carolina Museum of Life and Science

The Eastern Wake News					
DAY	DATE	SECTION/MAGAZINE NAME	DISTRIBUTION	FORMAT	DESCRIPTION
Wed.	2/13	Summer Options (Wake Edition)	N&O in Wake Co. ZIPs, full run EWN and Cary News	T	Guide to kids' summer camps and activities
Wed.	3/26	Eastern Wake Life	Full run EWN	T	Places to go and things to do in Eastern Wake Co.
Wed.	4/23	Home and Garden	Full run EWN	T	What readers need to know about Spring planting and home improvement
Wed.	6/25	Eastern NC Life	Full run EWN (Wed. 6/25) and Herald (Fri. 6/27) and select Eastern NC ZIPs in The N&O (Fri., 6/27)	T	Places to go and things to do in Eastern NC
Wed.	7/23	Reader Referral	Full run EWN (Wed., 7/23) and select Eastern Wake Co. ZIPs in The N&O (Thu., 7/24)	T	Best of Eastern Wake County businesses and leisure
Wed.	10/22	Heritage Edition	Full run EWN	S	The traditional Fall guide to what is happening in Eastern Wake Co.

The Herald					
DAY	DATE	SECTION/MAGAZINE NAME	DISTRIBUTION	FORMAT	DESCRIPTION
Tue.	4/29	Ham and Yam Festival	Full run Herald	T	Guide to Smithfield's annual Ham and Yam Festival
Fri.	6/20	Readers' Choice	Full run Herald	T	Annual readers' voting for the best of Johnston Co.
Fri.	6/27	Eastern NC Life	Full run EWN (Wed. 6/25) and Herald (Fri. 6/27) and select Eastern NC ZIPs in The N&O (Fri., 6/27)	T	Places to go and things to do in Eastern NC
Fri.	7/11	Chamber Chats	Full run Herald	T	Smithfield Chamber of Commerce
Tue.	8/12	Football	Full run Herald	T	Pigskin preview for Johnston Co. high schools
Fri.	10/17	Johnston County Life	Full run Herald	T	Places to go and things to do in Johnston Co.
Tue.	11/11	Trim-A-Tree	Full run Herald	T	Includes the entry form for the annual holiday decoration contest
Tue.	11/18	Holiday Gift Guide	Full run Herald	S	Gift ideas from area merchants
Tue.	12/2	Christmas A to Z	Full run Herald	T	In alphabetical order, area merchants advertise their gifts
Tue.	12/11	Dear Santa Gift Guide	Full run Herald	T	Holiday gift guide for the Smithfield, Selma and Clayton area



DAY	DATE	SECTION/MAGAZINE NAME	DISTRIBUTION	FORMAT	DESCRIPTION
Sat	1/26	Winter New Home Open House	Full run N&O	S	Showcase of the New Home Open House put on by The N&O and Home Builders Association of Raleigh-Wake County
Sun.	3/9	NC International Auto Expo	N&O Final Edition and copies at the expo	S	Articles and an exhibitor map for the annual expo that features the year's new models.
Thu.	3/13	NC International Auto Expo Magazine	At the expo	M	Glossy magazine showcasing the expo (open to event participants only)
Fri	3/14	Women In Business	Full run N&O	S	Focuses on area business women.
Sat	4/26	Spring New Home Open House	Full run N&O	S	Showcase of the New Home Open House put on by The N&O and Home Builders Association of Raleigh-Wake County
Sat	7/26	Summer New Home Open House	Full run N&O	S	Showcase of the New Home Open House put on by The N&O and Home Builders Association of Raleigh-Wake County
Sun	10/26	2009 Auto Preview	Full Run N&O	S	Articles previewing 2009 models.
Sat.	9/27	Parade of Homes Preview	N&O Wake Co. ZIPs; select ZIPs in Franklin and Johnston Co.; real estate offices and home builders associations	M	N&O's guide to the Parade of Homes tour
Fri	10/10	Parade of Homes	N&O Wake Co. ZIPs; select ZIPs in Franklin and Johnston Co.; real estate offices and home builders associations	T	Weekly guide to annual parade of homes events. Contains current and local content and previews the 350+ homes on showcase
Fri.	10/13	Parade of Homes	N&O Wake Co. ZIPs; select ZIPs in Franklin and Johnston Co.; real estate offices and home builders associations	T	Weekly guide to annual parade of homes events. Contains current and local content and previews the 350+ homes on showcase
Sat	11/15	Fall New Home Open House	Full run N&O	S	Showcase of the New Home Open House put on by The N&O and Home Builders Association of Raleigh-Wake County