

ST. LOUIS POST-DISPATCH

2008

TARGETED
EVENTS & SPECIAL
SECTIONS

CALENDAR



JANUARY

Quarterly Investors Guide: January 13

Our business reporters simplify the process of navigating the latest market trends. [Expanded Business Sunday news section]

2008 Auto Show: January 20

A complete overview of the St. Louis Auto Show from vehicles to schedules to floor plans and more. [Broadsheet advertising section]

Focus on Employment: January 20, 23 & 25

Provides helpful tips and a broad array of opportunities for job seekers. [Broadsheet classified section]

Kirkwood/Webster Groves Spotlight: January 31

Filled with content specific to the Kirkwood/Webster Groves area. [Full-color advertising section]

FEBRUARY

College Connection: February 1

Funding Issue: An in-depth look at the Free Application for Federal Student Aid; also college profiles and more. [Tabloid advertising section]

Go Green Focus on Home: February 3

Offers advice on living green; examines national and local trends. [Tabloid news section]

Thrive!: February 8

Heart Health Issue: Expert advice from local professionals on living heart healthy and stress-free. [Full-color advertising magazine]

Tax Guide 2008: February 10

Assistance for the individual tax preparer, small business owner and corporate taxpayer. [Expanded Business Friday news section]

Healthcare Opportunities: February 17, 20 & 22

Recruitment section focusing on the diversity of medical careers. [Broadsheet classified section]

Kirkwood/Webster Groves Spotlight: February 28

Filled with content specific to the Kirkwood/Webster Groves area. [Full-color advertising section]

HGTV Kitchen & Bath Special Edition: February 29

With content from the popular HGTV cable network, this must-read magazine is exclusively presented by the Post-Dispatch. [Full-color magazine]

MARCH

Travel Show: March 5

The official program for the St. Louis Travel Show will help to inspire vacations across the metro. [Full-color advertising section]

LUXE Spring Fashion: March 9

Stunning and sophisticated, oversized and glossy, LUXE is delivered to the "Super Affluent" via home delivery or direct mail. [Full-color news section]

College Connection: March 14

Student Issue: Articles written by regional students; also college profiles, graduate program info and more. [Tabloid advertising section]

Spring Fishing and Hunting Guide: March 14

From where to go to what to use, this product will be a must-read section for fishing enthusiasts across the region. [Broadsheet sports section]

Taste: March 14

The insider's guide to local art, culture, food and music. From the creative forces that produce the annual Taste of St. Louis event. [Full-color section]

Golf Guide: March 16

Filled with tips from area professionals and amateur golfers as well as information on area golf courses. [Full-color news section]

Sales, Marketing & Advertising Careers: March 16, 19 & 21

This recruitment section focuses on the diversity and availability of sales, marketing and advertising-related careers. [Broadsheet classified section]

Meet the Dealer: March 21

Features profiles of automobile dealerships across the St. Louis market. [Broadsheet advertising section]

Kirkwood/Webster Groves Spotlight: March 27

Filled with content specific to the Kirkwood/Webster Groves area. [Full-color advertising section]

Commercial Real Estate: March 28

An in-depth look at new construction, its developers, realtors and its impact on the region. [Broadsheet advertising section]

Branson Guide: March 30

Designed to be the ultimate travel guide for readers planning a vacation in the famed Ozark community. [Full-color section]

Cardinals Baseball Preview: March 30

Get the inside scoop on the coming season. [Broadsheet sports section]

APRIL

HGTV Ideas Magazine: April 4

Features include a look at the national housing market and a tour of HGTV's Green Home Giveaway house. [Full-color magazine]

Quarterly Investors Guide: April 6

Our business reporters simplify the process of navigating the latest market trends. [Expanded Business Sunday news section]

Encore: April 11

Focuses on the active and fulfilled lives of adults over the age of 50. [Full-color advertising magazine]

Just Trucks: April 18

Includes informative and entertaining reviews of trucks authored by Dan Wiese, editor and auto enthusiast. [Broadsheet classified section]

Go Green Community Focus: April 20

Offers advice on living green; examines national and local trends. [Tabloid news section]

Kirkwood/Webster Groves Spotlight: April 24

Filled with content specific to the Kirkwood/Webster Groves area. [Full-color advertising section]

Transportation Careers: April 27, 30 & May 2

Recruitment section featuring the diversity of transportation careers. [Broadsheet classified section]

MAY

LUXE Summer Fashion & Outdoor Living: May 4

Stunning and sophisticated, oversized and glossy, LUXE is delivered to the "Super Affluent" via home delivery or direct mail. [Full-color news section]

Nurses Week: May 4, 7 & 9

Recruitment section featuring the diversity of nursing careers. [Broadsheet classified section]

Thrive!: May 9

Summer Health Issue: Tips from local medical and lifestyle professionals. [Full-color advertising magazine]

Scholar Athlete: May 14

Saluting the region's scholar athletes, this section will be one that schools, parents and students will want to keep. [Expanded sports section]

HGTV/Food Network Grilling Special Edition: May 16

Just in time for summer, HGTV Ideas Magazine presents the Food Network's best grilling tips and recipes. [Full-color magazine]

Summer Fun: May 16

This jam-packed guide to regional events, amusements and activities will be kept close at hand all season long. [Tabloid news section]

Annual Report: May 23

A ranking and analysis of the area's leading private and public companies and its most successful leaders. [Tabloid news section]

College Connection: May 23

Graduation Issue: Looks at the challenges and opportunities facing recent college graduates; advice for high school students and more. [Tabloid advertising section]

Under The Hood: May 23

Everything readers need to know about car maintenance with advice and articles by automotive writer Dan Wiese. [Broadsheet advertising section]

JUNE

Taste: June 13

The insider's guide to local art, culture, food and music. [Full-color section]

Used Car Extravaganza: June 20

Everything you want to know about St. Louis area used cars. Tips on buying a used vehicle and much more. [Broadsheet classified section]

Casino Scene: June 23

An in-depth look at the local and regional casino scene. [Full-color advertising section]

Kirkwood/Webster Groves Spotlight: June 26

Filled with content specific to the Kirkwood/Webster Groves area. [Full-color advertising section]

JULY

Quarterly Investors Guide: July 13

Our business reporters simplify the process of navigating the latest market trends. [Expanded Business Sunday news section]

HGTV Ideas Magazine: July 18

Features include information on achieving your best ROI as well as a look at HGTV.com's "Rate My Space" contest. [Full-color magazine]

Healthcare Opportunities: July 20, 23 & 25

Recruitment section focusing on the diversity of medical careers. [Broadsheet classified section]

Automotive Leasing: July 25

Looks at the ins and outs of automotive leasing from low monthly costs to covered repairs and more. [Broadsheet classified section]

Kirkwood/Webster Groves Spotlight: July 31

Filled with content specific to the Kirkwood/Webster Groves area. [Full-color advertising section]

AUGUST

College Connection: August 1

Back to School Issue: Looks at the opportunities and challenges facing new students; Q & A and more. [Tabloid advertising section]

Thrive!: August 8

Cancer Update: Advice on cancer prevention and care, new treatments, promising research and more. [Full-color advertising magazine]

Fuel Efficient Vehicles: August 22

This section is where budget-conscious buyers will be looking for great deals on vehicles with higher MPGs. [Broadsheet advertising section]

LUXE Fall Fashion & Home: August 24

Stunning and sophisticated, oversized and glossy, LUXE is delivered to the "Super Affluent" via home delivery or direct mail. [Full-color news section]

Pro/College Football Preview: August 24

The facts, stats, personal interviews, and predictions of our sports staff can be found in this keepsake publication. [Broadsheet sports section]

Kirkwood/Webster Groves Spotlight: August 28

Filled with content specific to the Kirkwood/Webster Groves area. [Full-color advertising section]

High School Football: August 29

St. Louis' complete guide to the high school football season. [Broadsheet sports section]

BMW Championship Guide (PGA): August 31

Complete guide to the PGA's BMW Championship to be held Sept. 4-7 at Bellerive Country Club. [Tabloid news section]

SEPTEMBER

Taste: September 12

The insider's guide to local art, culture, food and music. [Full-color section]

Tour of Missouri: September 14

Provides critical information for following the Tour's fast-paced action and enjoying downtown before and after the race. [Broadsheet sports section]

Focus on Employment: September 14, 17 & 19

Recruitment section featuring a broad array of opportunities for job seekers. [Broadsheet classified section]

Driving First Class: September 19

A close-up look at luxury vehicles with reviews by automotive writer Dan Wiese. [Broadsheet classified section]

HGTV Ideas Magazine: September 19

Features include decorating the family room, finding the best help, and remodeling and selling your home. [Full-color magazine]

Kirkwood/Webster Groves Spotlight: September 25

Filled with content specific to the Kirkwood/Webster Groves area. [Full-color advertising section]

OCTOBER

St. Louis Blues Preview: October 1

Section includes player stats, in-depth interviews, schedules, ticket information and more. [Expanded sports section]

Encore: October 3

Focuses on the active and fulfilled lives of adults over the age of 50. [Full-color advertising magazine]

Go Green at Work: October 5

Offers advice on living green; examines national and local trends. [Tabloid news section]

Quarterly Investors Guide: October 5

Our business reporters simplify the process of navigating the latest market trends. [Expanded Business Sunday news section]

Healthcare Opportunities: October 5, 8 & 10

Recruitment section focusing on the diversity of medical careers. [Broadsheet classified section]

Civic Entrepreneurs Organization: October 17

A close-up look at one of the best Economic Forecast events in the country. [Broadsheet advertising section]

College Connection: October 17

The National Association for College Admissions Counselors St. Louis College Fair Edition; also includes college profiles and more. [Tabloid advertising section]

Fall Hunting Guide: October 17

From where to go to what to use, this targeted product will be a must-read section for hunters across the region. [Broadsheet sports section]

2009 What's New In St. Louis Automobile Showrooms: October 24

Previews the new vehicles cruising into automobile showrooms in 2009. [Broadsheet classified section]

Kirkwood/Webster Groves Spotlight: October 30

Filled with content specific to the Kirkwood/Webster Groves area. [Full-color advertising section]

NOVEMBER

Commercial Real Estate: November 2

An in-depth look at new construction, its developers, realtors and its impact on the region. [Broadsheet advertising section]

Thrive!: November 7

Choosing Healthcare: Advice on what to consider when choosing healthcare benefits, physicians, specialists and more. [Full-color advertising magazine]

The List: November 24

Our annual guide to festive fare, holiday help, fabulous events and gifts galore. [Full-color advertising section]

DECEMBER

HGTV Ideas Magazine: December 5

A must-read for do-it-yourselfers and everyone interested in home decorating and gardening. [Full-color magazine]

LUXE Holiday Fashion & Gift Guide: December 7

Stunning and sophisticated, oversized and glossy, LUXE is delivered to the "Super Affluent" via home delivery or direct mail. [Full-color news section]

Kirkwood/Webster Groves Spotlight: December 11

Filled with content specific to the Kirkwood/Webster Groves area. [Full-color advertising section]

Taste: December 12

The insider's guide to local art, culture, food and music. [Full-color section]

2008 At A Glance

This calendar is for planning purposes only.
All sections, dates and formats are subject to change.

January-May

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College Connection	February 1
Go Green	February 3
Thrive!	February 8
Tax Guide	February 10
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Thrive!	May 9
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HGTV Ideas Magazine	May 16
Summer Fun	May 16
Annual Report	May 23
College Connection	May 23
Under the Hood	May 23

June-December

Taste	June 13
Used Car Extravaganza	June 20
Casino Scene	June 23
Kirkwood/Webster Groves Spotlight	June 26
Quarterly Investors Guide	July 13
HGTV Ideas Magazine	July 18
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College Connection	August 1
Thrive!	August 8
Fuel Efficient Vehicles	August 22
LUXE	August 24
Pro/College Football Preview	August 24
High School Football Preview	August 29
Kirkwood/Webster Groves Spotlight	August 28
BMW Championship Guide (PGA)	August 31
Taste	September 12
Tour of Missouri	September 14
Focus on Employment	September 14, 17 & 19
Driving First Class	September 19
HGTV Ideas Magazine	September 19
Kirkwood/Webster Groves Spotlight	September 25
St. Louis Blues Preview	October 1
Encore	October 3
Go Green	October 5
Quarterly Investors Guide	October 5
Healthcare Opportunities	October 5, 8 & 10
Civic Entrepreneurs Organization	October 17
College Connection	October 17
Fall Hunting Guide	October 17
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Commercial Real Estate	November 2
Thrive!	November 7
The List	November 24
HGTV Ideas Magazine	December 5
LUXE	December 7
Kirkwood/Webster Groves Spotlight	December 11
Taste	December 12

We appreciate your interest in Post-Dispatch Targeted Events.

More information regarding each of these advertising opportunities will be available through your account executive closer to each event date.

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ST. LOUIS POST-DISPATCH

SUBURBAN JOURNALS

STLtoday.com

LOCAL VALUES Savings Guide