

# 2012 Editorial Calendar

**Reach Engaged Readers!** Cover to cover, Chicagoland Gardening magazine is the most comprehensive and relevant source for gardeners in Zone 5. From editorial to advertising, our readers spend more time with each issue because it fully relates to them in their area.

## January/February—Year-Long Planning Guide!

### The Best New Plants for 2012

**Plus:** Tips, charts and ideas for a year full of garden success!

**Special Sections:** Order Direct, Gardening Events

**Scheduled to mail:** 12/6

### DEADLINES

**Calendar items:** 11/9

**Space closing:** 11/8

**Materials due:** 11/15

## March/April

### Spring in Full Bloom - Flowering Trees & Shrubs

**Plus:** Tips on dividing perennials, growing asparagus and applying mulch

**Special Sections:** Order Direct, Gardening Events

**Bonus Supplement:** Annual Resource Guide!

**Scheduled to mail:** 2/14

### DEADLINES

**Calendar items:** 1/9

**Space closing:** 1/17

**Materials due:** 1/24

## May/June

### Growing Up - Climbing Vines

**Plus:** Inspiring home gardens and the best kinds of basil

**Scheduled to mail:** 4/10

### DEADLINES

**Calendar items:** 3/5

**Space closing:** 3/13

**Materials due:** 3/20

## July/August

### Beautiful & Edible - Attractive Veggie Gardens

**Plus:** Caring for trees during a drought and Sedum tips

**Special Section:** Petal Tours/Public Gardens Guide

**Scheduled to mail:** 6/12

### DEADLINES

**Calendar items:** 5/7

**Space closing:** 5/15

**Materials due:** 5/22

## September/October

### Autumn Giants - Tall Plants for Fall

**Plus:** Tips for ficus and espalier apples

**Special Sections:** Order Direct, Public Gardens, Landscape & Fall Festivals Guides

**Scheduled to mail:** 8/14

### DEADLINES

**Calendar items:** 7/6

**Space closing:** 7/17

**Materials due:** 7/24

## November/December

### Gifts from The Garden

**Plus:** Christmas Cactus and weeping tree care

**Special Section:** Order Direct, Holiday Greens & Activities Guide

**Scheduled to mail:** 10/16

### DEADLINES

**Calendar items:** 9/7

**Space closing:** 9/18

**Materials due:** 9/25

*I enjoy receiving the magazine because I find it very informative in all areas of gardening.*

—Subscriber, Mt. Prospect

Chicagoland  
**GARDENING**  
www.chicagolandgardening.com  
**630.908.2224**

## We Know Your Market

*Chicagoland Gardening* readers understand and appreciate our magazine's relevant local content. They spend time with each issue, saving ads and articles as a part of their gardening library. Our readers include master gardeners, horticulture extension agents as well as devoted garden club members and leaders. They share information they see or read with friends, family, neighbors and other gardeners.

# 2012 Editorial

## Chicagoland Gardening

Feature articles throughout the year discuss...

- Plants: What Grows in Our Zone and Where to Find Them
- Home Gardens and Gardeners in Our Region
- Professionally Designed Gardens
- Community Supported Agriculture Programs
- Small and Large Space Gardening from Basic to Elaborate
- Private and Public Display Gardens
- Associations and Niche Plant Societies



## Departments

### Q & A—Ask Our Experts

Answers to readers' questions using our own expertise and information from local professionals.

### What To Do in the Garden

Timely tasks and helpful hints for ornamental, edible and indoor garden maintenance.

### Savvy Shopper

Interesting and innovative products that are on the market now.

### Regional Reports

Gardening news reaching into Rockford, Kankakee, Wisconsin, Indiana and Michigan

### Calendar of Events

The region's most comprehensive calendar of gardening classes and special events listed chronologically by region. Listings are free.

### Potpourri

Current gardening news and views., letters from readers, garden club profiles and more.

### Sources

A shopper's guide for the issue. Readers can begin their search for plants and products they've just read about in the pages of the magazine. Contact Ann Sanders at 630-908-2224 for more information about how to be included. Email: ann@chicagolandgardening.com

## Columns

### Gardening Basics

The novice gardener is hungry for basic information. We'll take out the fear factor and teach newbies how to succeed in the garden.

### The Indoor Garden

Extending the garden indoors... focusing on the plants we can grow indoors and the people who do it well.

### The Hands-On Gardener

How can gardeners save around the yard? By doing it themselves. This column takes a step-by-step approach to succeeding in garden projects.

### The Edible Garden

The wave of new gardeners is finding growing their own food a rewarding way to learn about gardening. This column provides how-to along with a look at a wide variety of food homeowners can grow.

### Chicagoland Natives

How can we use native plants in the garden? This column examines a wide range of native plant issues.

### Container Gardening

Fun and colorful ideas for containers.

### The Gardener

Meet noteworthy local men and women who have "dug" their own particular gardening niche.

### The Garden Classroom

The science behind the garden's pretty face is examined in articles ranging from environmental issues to sustainability to why the bees are disappearing.

### Mike Nowak

The inventive radio personality enters his 9th season as the voice of horticultural incorrectness with hilarious levity.