

## 2011-2012 Run-Of-Book, Advertorial & Covers Deadlines

ISSUE	BOOKING	MATERIAL	ON SALE
<b>JAN</b>	23 NOV	29 NOV	9 JAN
<b>FEB</b>	12 DEC	19 DEC	1 FEB
<b>MAR</b>	16 JAN	24 JAN	29 FEB
<b>APR</b>	8 FEB	16 FEB	28 MAR
<b>MAY</b>	7 MAR	15 MAR	25 APR
<b>JUN</b>	4 APR	12 APR	23 MAY
<b>JUL</b>	9 MAY	17 MAY	27 JUN
<b>AUG</b>	6 JUN	14 JUN	25 JUL
<b>SEP</b>	4 JUL	12 JUL	22 AUG
<b>OCT</b>	1 AUG	9 AUG	19 SEP
<b>NOV</b>	5 SEP	13 SEP	24 OCT
<b>DEC</b>	3 OCT	11 OCT	21 NOV
<b>SUMMER</b>	24 OCT	1 NOV	14 DEC

### Cancellation deadlines

**Run-Of-Book:** 8 weeks prior to onsale date.

**Covers:** 12 weeks prior to onsale date.

### Creative & production Services

Reader's Digest offers production facilities for the preparation of advertising to appear in the magazine. Marketers can access a cost-effective full creative and production service with specialists experienced in developing a range of advertising material.

Concept development, copywriting, artwork preparation, proof approval are provided to brief and in full consultation with the client.