

FORWARD

2012 EDITORIAL & ADVERTISING CALENDAR

Revised 12/6/2011



www.forward.com

Date†	Selected holidays & events	Special sections and topical features	Ad deadline
JANUARY			
Jan. 6	New Year's Day , Jan. 1		Dec. 23
Jan. 13			Dec. 30
Jan. 20	Martin Luther King Jr. Day , Jan. 16	Jewish Film Festivals 2012	Jan. 6
Jan. 27		Food	Jan. 13
FEBRUARY			
Feb. 3		Education	Jan. 20
Feb. 10	Tu B'Shvat , Feb. 8	Travel (Florida & the Caribbean)	Jan. 27
Feb. 17			Feb. 3
Feb. 24	Presidents Day , Feb. 20	Food	Feb. 10
MARCH			
Mar. 2			Feb. 17
Mar. 9	Purim , Mar. 8	Backward (Purim satire)	Feb. 24
Mar. 16			Mar. 2
Mar. 23		Travel (Western Mediterranean)	Mar. 9
Mar. 30		Food & Drink (expanded special section)	Mar. 13*
APRIL			
Apr. 6		Passover (annual Haggadah supplement)	Mar. 23
Apr. 13	Passover begins Apr. 7		Mar. 30
Apr. 20	Yom HaShoah , Apr. 19		Apr. 6
Apr. 27	Israel Independence Day , Apr. 26	Food (Israeli products and cuisine) Travel (Israel)	Apr. 11*
MAY			
May 4		Summer Films	Apr. 20
May 11			Apr. 27
May 18	Mother's Day , May 13	Health	May 4
May 25		Food	May 11
JUNE			
June 1	Memorial Day , May 28 Shavuot , May 28-29	Summer Reading Museums & Exhibitions Travel (Eastern Europe)	May 18
June 8			May 25
June 15			June 1
June 22	Father's Day , June 17	Food	June 8
June 29			June 15

Dates and topics are subject to change; contact your Forward advertising representative or visit forward.com/advertise for the latest updates

† Cover date represents the last date of retail sale for that issue, approximately a week after it is printed and distributed.

* Please note earlier-than-standard advertising deadlines due to special sections or holidays.

© 2011, Forward Association, Inc.

FORWARD

2012 EDITORIAL & ADVERTISING CALENDAR

Revised 12/6/2011



www.forward.com

Date†	Selected holidays & events	Special sections and topical features	Ad deadline
JULY			
July 6	Independence Day , July 4	Travel (The American & Canadian West)	June 22
July 13			June 29
July 20		Food	July 6
July 27			July 13
AUGUST			
Aug. 3			July 20
Aug. 10		Travel (New York)	July 27
Aug. 17		Jewish Genetics Food (Healthy eating)	Aug. 3
Aug. 24			Aug. 10
Aug. 31		Education	Aug. 17
SEPTEMBER			
Sep. 7	Labor Day , Sep. 3		Aug. 24
Sep. 14		Food & Drink (expanded special section) Travel (British Isles)	Aug. 27*
Sep. 21	Rosh Hashanah , Sep. 17-18		Sep. 7
Sep. 28	Yom Kippur , Sep. 26		Sep. 12*
OCTOBER			
Oct. 5	Sukkot begins, Oct. 1		Sep. 21
Oct. 12	Shmini Atzeret & Simchat Torah , Oct. 8 & 9	Food	Sep. 26*
Oct. 19		The Builders (Jews who build the world's great cities) Travel (Architecture)	Oct. 3*
Oct. 26		Books	Oct. 12
NOVEMBER			
Nov. 2			Oct. 19
Nov. 9	Election Day , Nov. 6	Food	Oct. 26
Nov. 16	JFNA General Assembly begins Nov. 11	Forward 50 (The year's most influential American Jews) Giving Museums & Exhibitions	Oct. 31*
Nov. 23	Thanksgiving Day , Nov. 22	Travel (Middle East)	Nov. 9
Nov. 30			Nov. 16
DECEMBER			
Dec. 7		Food (Hanukkah)	Nov. 23
Dec. 14	Hanukkah begins Dec. 9		Nov. 30
Dec. 21		Travel (Mexico & Latin America)	Dec. 7
Dec. 28		Best of 2012 (books, films, music, exhibits, performances...)	Dec. 14

Dates and topics are subject to change; contact your Forward advertising representative or visit forward.com/advertise for the latest updates

† Cover date represents the last date of retail sale for that issue, approximately a week after it is printed and distributed.

* Please note earlier-than-standard advertising deadlines due to special sections or holidays.

© 2011, Forward Association, Inc.