

# 2018 THEME SCHEDULE

## FULLY-TEMPLATED ONLINE AND PRINT SPECIAL SECTIONS

Expand your print and digital ad sales with a coordinated sections program. Each month, Metro delivers new section opportunities filled with fresh content and ready-to-sell ad positions. Contact us today to get started with Metro's fully-templated print and online sections: **800.223.1600, service@metro-email.com.**



### JANUARY PACKAGE | Available 11/20/17

#### Weddings

A new year means wedding season is on the horizon, and this special section ensures a perfect match between advertisers and readers focused on making their big day as memorable as possible. From toasting tips to packing pointers to finding the right reception hall, Weddings has all happy couples need to tie the knot in style.

#### Health, Mind & Body

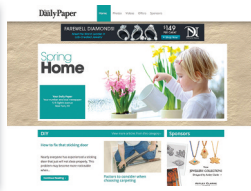
Health and fitness is foremost on the minds of many at the dawn of a new year, and our Health, Mind & Body section is loaded with features aimed at helping readers turn their resolutions into realities.

#### In Case of Emergency

Men, women and children need to know where to turn in emergency situations. In Case of Emergency is a great way for publishers to help their readers prepare for any emergency while connecting them with the businesses they can rely on to help them through any situation.

#### The New Year\*

The dawn of a new year is an exciting time, as people the world over look forward to the future. Advertisers can make the most of this unique opportunity by running alongside an array of features focused on everything from planning New Year's parties to choosing the right resolutions to making the next 12 months as fruitful as possible.



### FEBRUARY PACKAGE | Available 12/20/17

#### Spring Home

Home improvements peak in the spring, and Spring Home is tailor-made for editors and advertisers hoping to capture the attention of homeowners looking to get started. From spring cleaning tips to DIY dos and don'ts, this section is something no handy homeowner can afford to go without.

#### Green Living

Going green is no longer a trend but a way of life, and Green Living offers up numerous ways for eco-conscious men and women to reduce their carbon footprints and live more environmentally friendly lifestyles.

#### Modern Man

Modern men are not mirror images of their fathers. Modern Man is an ideal opportunity for advertisers to connect with men who are increasingly focused on family, fitness, fashion, and all the other things that separate today's man from those that came before him.

#### Valentine's Day\*

Perhaps no holiday is better suited to advertisers than Valentine's Day. Advertisers and readers make the perfect match in this section devoted to couples looking to make this Valentine's Day as special and as memorable as possible.



### MARCH PACKAGE | Available 1/19/18

#### Living 50 Plus

Men and women over 50 are the fastest growing segment of the population, and Living 50 Plus is here to ensure their next 50 years are just as happy and healthy as their first 50. Thanks to this special section, advertisers hoping to reach this attractive and influential demographic can do so on a number of levels by running alongside features focused on fitness, finances and much, much more.

#### Spring...On the Road

Spring is synonymous with road trips, and advertisers won't want to miss this opportunity to connect with readers revved up about hitting the open road. From vehicle maintenance to tips on buying a new car and much, much more, Spring On the Road has everything auto enthusiasts and advertisers need to get their motors running.

#### Healthcare Profiles\*\*

The health and wellness movement has never been stronger, as readers everywhere are taking a proactive approach to their personal health. Our special Healthcare Profiles section provides the perfect opportunity for healthcare professionals to connect with readers increasingly focused on their physical and mental well-being.

#### St. Patrick's Day\*

Few holidays are more beloved than St. Patrick's Day, when revelers across the country don their greenest get-ups in celebrating the culture of the Emerald Isle. Advertiser tie-in opportunities abound in this section aimed at the millions of readers who can't wait to hoist a pint and dance a jig in celebration of St. Patrick and all things Ireland.



### APRIL PACKAGE | Available 2/20/18

#### Lawn & Garden Guide

Spring and the great outdoors go hand-in-hand, and homeowners with a green thumb typically can't wait to once again make their lawns and gardens the envy of the neighborhood. Lawn & Garden Guide has everything they need to do just that, providing the perfect opportunity for advertisers and lawn and garden enthusiasts to connect and restore their lush landscapes.

#### All About Pets

Pets are treasured members of the family, and All About Pets has all pet owners need to make their four-legged friends as happy and healthy as possible. Advertiser tie-in opportunities abound in this section geared toward today's conscientious pet owner.

#### Graduates\*\*

Spring is graduation season, when hardworking students enjoy the fruits of their labors and start preparing for what comes next. Graduates provides the perfect opportunity for advertisers to connect with newly minted grads excited to begin the next chapter of their lives.

#### Prom & Graduation\*

High schoolers across the country look forward to prom night all year long, and this section has all they need to make this the special night they have looked forward to for so long. Make the most of the many prom night promotional opportunities available in this section that's all about making prom a night students will remember for the rest of their lives.



### MAY PACKAGE | Available 3/20/18

#### Family Time

Raising a family is no small task, and Family Life is loaded with family-friendly features aimed at helping today's families thrive. Advertisers can make the most of this unique opportunity by running alongside features offering advice on everything from family finances to diet, nutrition and much, much more.

#### Kids' Health

Today's kids are more active than their parents were as children, and those busy schedules can compromise youngsters' health. Kids' Health provides an avenue for advertisers promoting healthy lifestyles for children to connect with parents who want their kids to be as healthy as their schedules are hectic.

#### Women Today

Whether she's a working mother balancing a family and a career or a young woman just starting out, a modern woman faces no shortage of challenges. Women Today has all an advertiser needs to connect with today's career-, family- and health-oriented women.



### JUNE PACKAGE | Available 4/20/18

#### Health & Wellness

Mental and physical health are of paramount importance to today's men and women, and Health & Wellness is a valuable resource for readers and advertisers alike. Diet, nutrition and exercise are just a few of the many topics covered in this section aimed at readers looking to improve their overall well-being.

#### How-To

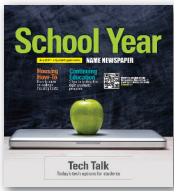
Summer is the season of R&R, and this section has all readers need to make the most of the warm weather. Advertisers can connect with readers by running alongside features focusing on a broad range of topics, from vacation pointers to summer cuisine to hosting the perfect summer soirée.

#### Coloring for Adults/All Ages\*\*

Coloring books designed for adults have been growing in popularity in recent years, and such books are more than just a passing fad. Mental health professionals have lauded the positive impact coloring books can have with regard to helping adults relieve stress. Coloring for Adults capitalizes on the coloring craze by providing a ready-made section complete with a host of images and advertiser tie-in opportunities.

#### Summer Fun\*

Summer has arrived, and our Summer Fun section has everything readers need to make this summer a season to remember. Advertisers can get into the summer swing of things by running alongside features aimed at helping readers make this season of recreation as relaxing as possible.



## JULY PACKAGE | Available 5/21/18

### School Year

The new school year is about to commence, and School Year has all readers and advertisers need to start the year off on a successful note. From features on back to school shopping to study tips to helping high school students choose the right college, this section is a great way to ensure students make the grade in the year to come.

### Bridal Guide

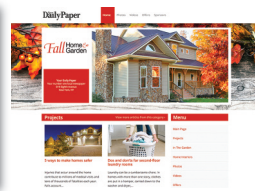
Summer is synonymous with couples tying the knot, and Bridal Guide is tailor-made for men and women about to say "I do." Opportunities abound for advertisers looking to connect with happy couples as they plan their big day.

### Fun & Games\*\*

Games will never go out of style, and Fun & Games is loaded with puzzles that are sure to engage readers who love nothing more than completing a crossword or solving a sudoku puzzle. Advertisers can take advantage of this unique opportunity by running alongside puzzles that will appeal to puzzle enthusiasts of varying skill levels. Puzzles include crosswords, sudoku, word search, and much.

### On the Grill\*

Backyard barbecues dominate many readers' summer social schedules, and advertisers won't want to pass on this section tailor-made for grillmasters who simply can't wait to flip a few burgers for their family and friends.



## AUGUST PACKAGE | Available 6/20/18

### Fall Home & Garden

Fall is the ideal time of year to tackle all of those projects around the house, and Fall Home & Garden has just what readers and advertisers need to make the most of the fall home improvement season. From painting pointers to tips on prepping a home for the upcoming winter weather and much, much more, Fall Home & Garden is a valuable resource readers won't want to miss.

### Healthy Lifestyle

Fitness and nutrition go hand-in-hand, and Healthy Lifestyle is ideal for today's increasingly health-conscious readers. Advertisers can get a jump on the competition by taking advantage of numerous tie-in opportunities to reach an increasingly fitness-focused consumer base.

### Think Pink

Nearly a quarter million women are diagnosed with breast cancer each year, and this section has all women and their families need to battle this potentially deadly disease. Advertisers can help readers win the fight against breast cancer by running alongside features promoting awareness, prevention and healthy lifestyle choices.

### Best of the Best\*\*

More and more consumers are intent on buying local, and our Best of the Best section offers them information about the most buzzworthy businesses in their own communities. Local businesses can utilize this unique offering to promote their services to readers and loyal consumers who recognize the importance of growing their local economies.



## SEPTEMBER PACKAGE | Available 7/20/18

### Holiday Gift Guide

'Tis the season for holiday shopping, and our Holiday Gift Guide has all advertisers and readers need to connect and make the most of this festive time of year. From gift ideas to shipping suggestions and much, much more, this section is the perfect present for readers, editors and advertisers alike.

### Cancer Awareness & Prevention

Few men and women have not been touched by cancer at some point in their lives, and this special section is aimed at increasing awareness of this potentially deadly yet often preventable disease. Advertiser tie-in opportunities abound in this section that promotes awareness, prevention and making healthy lifestyle choices to keep cancer at bay.

### Fall/Winter Sports\*\*

Scholastic sports dominate local news coverage once the school year hits full swing, and this section is loaded with opportunities for advertisers looking to connect with communities intent on supporting local athletes.

### Hispanic Heritage\*

No segment of the population is growing more rapidly than Hispanics, so it's no surprise advertisers want to connect with this increasingly influential demographic. Our Hispanic Heritage section is the perfect opportunity to do just that, offering features about notable Hispanics as well as recipes, celebration ideas and much, much more.



## OCTOBER PACKAGE | Available 8/20/18

### Drive & Ride

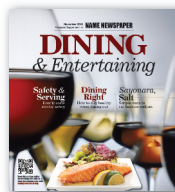
Fall is a great time to hit the open road, and Drive & Ride has all advertisers need to connect with adventurous readers about to embark on their next road trip. From maintenance tips to features on the latest in automotive technology to advice on safe driving, this is a section no car guy or gal can go without.

### Holiday Gifts & Lifestyle

The holiday season is one of the busiest and most joyous times of year, and Holiday Gifts & Lifestyle is ideal for readers and advertisers filled with holiday cheer. From shopping suggestions to hosting tips to advice on holiday decor, this section has all readers and advertisers need to make this holiday season as memorable as it is festive.

### Halloween

Adults and kids alike can't get enough of Halloween, and this section has all they need to have a ghoulishly good time. Advertisers can capitalize on the popularity of this beloved holiday by running alongside features offering costume tips, candy recipes and advice on having a safe and scary Halloween.



## NOVEMBER PACKAGE | Available 9/20/18

### Dining & Entertaining

Dining & Entertaining has all readers need to turn their next soirée into the talk of the town. Advertisers can feast on a host of opportunities to run alongside features offering tips on everything from healthy eating habits to party pointers and much, much more.

### Giving Back

The season of giving is upon us, and now is the perfect time to go the extra mile to help the less fortunate. From donation tips to volunteering ideas to suggestions on how to encourage young people to give back to their communities, Giving Back is loaded with opportunities for like-minded advertisers and readers to connect at this very special time of year.

### Pet Friendly\*

Pet owners love their furry friends, and this section is loaded with features aimed at readers whose pets are a top priority. Our Pet Friendly section is an ideal opportunity for readers and advertisers to connect in an effort to make sure pets live long, happy and healthy lives.



## DECEMBER PACKAGE | Available 10/19/18

### Financial Planning

Money management has never been a more pertinent topic, and Financial Planning is tailor-made for readers hoping to take control of their finances. Advertiser tie-in opportunities abound in this section focusing on a variety of financial topics, from investing in real estate to becoming a more attractive borrower to making early retirement a reality.

### Resolutions

The end of the calendar year is synonymous with many things, including the opportunity to make resolutions for the new year that's just around the corner. Advertisers can get a head start on promoting their services in the new year by running in this section aimed at readers who want to make sure next year starts off on the right foot.

### Distinctive Properties

Real estate is all the rage, and our Distinctive Properties section is a go-to guide for homeowners and prospective buyers who want to know the latest industry trends and topics. Readers and advertisers alike won't want to miss out on this special section offering advice on buying, selling, renovating and much, much more.

Images from previously published sections \* Online e-Section only \*\* Print section only, with no editorial features