

MEDIA KIT

2015 EDITORIAL & ADVERTISING CALENDAR

COVER DATE	SPECIAL SECTIONS AND FEATURES	SELECTED HOLIDAYS AND EVENTS	ON SALE	ARTWORK DUE
1/2 & 1/9	LOOK FORWARD TO 2015		12/26	12/19
1/16			1/09	12/31
1/23	TRAVEL		1/16	1/9
1/30	FOOD AND DRINK	TU B'SHVAT, WED., FEB 4	1/23	1/16
2/6	EDUCATION		1/30	1/23
2/13		VALENTINES DAY, FEB 14 PRESIDENTS' DAY, MAR 16	2/6	1/30
2/20	MUSEUMS & EXHIBITIONS		2/13	2/6
2/27	PURIM DRINK & FOOD BACKWARD	PURIM, THURS., MAR 5	2/20	2/13
3/6			2/27	2/20
3/13	TRAVEL		3/6	2/27
3/20	PASSOVER FOOD & DRINK		3/13	3/6
3/27	SPRING BOOKS		3/20	3/13
4/3			3/27	3/20
4/10		PESACH, APR 4-11 YOM HASHOAH, THURS., APR 16	4/3	3/27
4/17	SUMMER TRAVEL SUMMER EXHIBITIONS	YOM HAZIKARON, WED., APR 22 YOM HAATZMAUT, THURS., APR 23 ?	4/10	4/3
4/24			4/17	4/9*
5/1	MOTHERS' DAY GIFTS	LAG B'OMER, THURS., MAY 7	4/24	4/17
5/8	SUMMER FILMS	MOTHERS' DAY, SUN. MAY 10	5/1	4/24
5/15	TRAVEL	YOM YERUSHALAYIM, SUN., MAY 17	5/8	5/1
5/22		SHAVUOT, SUN.-MON. MAY 24-25 MEMORIAL DAY, MON., MAY 25	5/15	5/8
5/29	SUMMER BOOKS		5/22	5/15
6/5			5/29	5/21*
6/12	FATHER'S DAY GIFTS; MUSEUMS		6/5	5/29
6/19	JEWISH MEN'S HEALTH	FATHERS' DAY, SUN., JUN 21	6/12	6/5
6/26			6/19	6/12

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. On sale date is one week prior. *Please note earlier-than-standard advertising deadlines due to special sections or holidays.

MEDIA KIT

2015 EDITORIAL & ADVERTISING CALENDAR

COVER DATE	SPECIAL SECTIONS AND FEATURES	SELECTED HOLIDAYS AND EVENTS	ON SALE	ARTWORK DUE
7/3	FOOD & DRINK	INDEPENDENCE DAY, SAT., JUL 4	6/26	6/19
7/10			7/3	6/26
7/17			7/10	7/2*
7/24		TISHA B'AV, SUN., JUL 26	7/17	7/10
7/31			7/24	7/17
8/7			7/31	7/24
8/14	JEWISH GENETICS		8/7	7/31
8/21	EDUCATION		8/14	8/7
8/28	MUSEUMS		8/21	8/14
9/4		LABOR DAY, MON., SEPT 7	8/28	8/21
9/11	HIGH HOLIDAY FOOD & DRINK	ROSH HASHANAH, SEPT 14-15	9/4	8/28
9/18		YOM KIPPUR, WED., SEPT 23	9/11	9/3*
9/25	SUKKOT FOOD & DRINK	SUKKOT, SEPT 28-OCT 6	9/18	9/10*
10/2	JEWISH WOMEN'S HEALTH	SUKKOT, SHMINI ATZERET & SIMCHAT TORAH, SEPT 28-OCT 6	9/25	9/17*
10/9	FALL BOOKS	COLUMBUS DAY, MON., OCT. 12	10/2	9/24*
10/16			10/9	10/1*
10/23			10/16	10/9
10/30			10/23	10/16
11/6		VETERANS' DAY, WED., NOV. 11	10/30	10/23
11/13	FORWARD 50; GIVING; MUSEUMS & EXHIBITION	GENERAL ASSEMBLY	11/6	10/30
11/20		THANKSGIVING, THURS., NOV. 26	11/13	11/6
11/27	HANUKKAH BOOKS & GIFTS		11/20	11/13
12/4	FOOD & DRINK (HANUKKAH)		11/27	11/20
12/11		HANUKKAH, DEC 7-14	12/4	11/25*
12/18			12/11	12/4
12/25	BEST OF 2015	CHRISTMAS, DEC 25 NEW YEAR'S DAY, JAN 1	12/18	12/11

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. On sale date is one week prior. *Please note earlier-than-standard advertising deadlines due to special sections or holidays.