

# 2022 THEME SCHEDULE

## FULLY TEMPLATED DIGITAL 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 digital sections: **800.223.1600, service@metro-email.com**.



### JANUARY PACKAGE | Available 11/19/21

#### Weddings

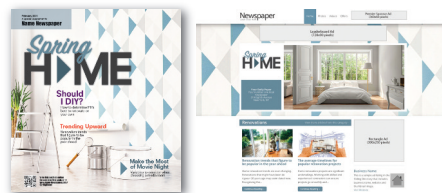
A new year means wedding season is on the horizon, and this special section ensures a perfect match between advertisers and readers focused on making their big day as memorable as possible. From tips on everything from designing invitations to planning the reception, Weddings has all happy couples need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

#### Health & Medical Guide\*\*

Many people renew their efforts to get healthy at the start of a new year. Metro's Health & Medical Guide can attract advertisers looking to help everyone start the year off on healthy footing.

#### Emergency Preparedness & Response

Men, women and children need to know where to turn in emergency situations. Emergency Preparedness & Response is a great way for publishers to help their readers get ready for any emergency. Editors can use this unique section to connect readers with the businesses they can rely on to help them through any situation.



### FEBRUARY PACKAGE | Available 12/20/21

#### Spring Home\*\*

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

#### NEW for 2022!

##### Senior Life

The senior population is growing. Senior Life is destined to be a hit with modern seniors, who are active, adventurous and health-conscious. Editors can utilize Senior Life to facilitate connections between seniors and the local businesses who can help them make the most of their golden years.

##### 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 1/20/22

#### DRIVE Into Spring\*\*

The open road beckons drivers each spring and advertisers won't want to miss this potentially lucrative opportunity to ride shotgun with readers. Be it a feature on the latest automotive accessories or articles focused on all aspects of vehicle maintenance, DRIVE Into Spring has everything auto enthusiasts and advertisers need to get their motors running.

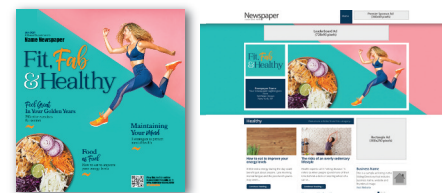
#### NEW for 2022!

##### Modern Agriculture

Modern farms are technological marvels. Modern Agriculture shines a light on the rapidly changing agricultural sector. A host of tie-in opportunities make Modern Agriculture a useful tool for local businesses to promote their services in this vital industry.

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

Everyone is Irish on St. Patrick's Day, making this a great time for local businesses to connect with new and existing customers. Advertiser tie-in opportunities abound in this section aimed at readers who can't wait to hoist a pint and dance a jig in celebration of all things Ireland.



### JULY PACKAGE | Available 5/20/22

#### Fit, Fab & Healthy

Feeling good and looking good go hand in hand. Fit, Fab & Healthy has everything readers need to stay fit, look fabulous and improve their overall health. Local businesses can utilize this unique opportunity to connect with customers who are focusing on looking and feeling their best.

#### Living 50 Plus\*\*

Living 50 Plus is ideal for advertisers hoping to connect with men and women over 50. Features focusing on fitness, finances and more provide the tie-in opportunities advertisers are looking for as they seek to connect with this influential demographic.

#### 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.



### AUGUST PACKAGE | Available 6/20/22

#### Fall Home & Garden\*\*

Fall Home & Garden has just what readers and advertisers need to make the most of the fall home improvement season. From renovation tips to DIY advice and more, Fall Home & Garden is a valuable resource readers and advertisers won't want to miss.

#### School Year

##### Student Artists, Athletes & Scholars

The dawn of a new school year is an exciting time for students and their families. School Year/Student Artists, Athletes & Scholars provides an ideal way for local businesses to help families prepare for the coming academic year and call attention to the many talented young people who make their communities great places to live.

#### NEW for 2022!

##### Cooking @ Home

The pandemic inspired millions of people to become amateur chefs. Cooking @ Home capitalizes on the growing popularity of homecooking and makes it easier than ever for local advertisers to connect with consumers who can't wait to get in the kitchen.



### SEPTEMBER PACKAGE | Available 7/20/22

#### Holiday Gift Guide\*\*

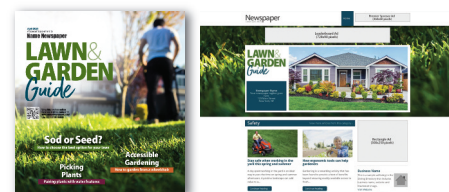
'Tis the season for holiday shopping, and our Holiday Gift Guide has all advertisers and readers need to connect and make the most of this festive time of year. From gift ideas to shipping suggestions and much, much more, this section is the perfect present for readers, editors and advertisers alike.

#### 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.

#### The Great Outdoors\*

Nature beckons people from all walks of life. This section is ideal for local advertisers looking to connect with outdoors enthusiasts who can't spend enough time hunting, fishing, hiking, and taking in the great outdoors.



### APRIL PACKAGE | Available 2/22/22

#### Lawn & Garden Guide\*\*

A well-maintained lawn and garden is a source of pride and joy for many homeowners. Lawn & Garden Guide is a vital resource for connecting advertisers with lawn and garden enthusiasts who want to do everything they can to prepare their yards for the warmer months ahead.

#### Parents, Kids & Community

Raising a family is a full-time job. Parents, Kids & Community is loaded with content to help parents raise healthy, happy kids and build communities they and their children can be proud of. Family-friendly advertisers won't want to miss this chance to engage with consumers focused on strengthening their families and their communities.

#### NEW for 2022!

##### Confronting Climate Change

The world faces many challenges as the effects of climate change become more apparent. Coordinating perfectly with Earth Day on April 22, Confronting Climate Change is readers' go-to resource for timely information about the environment and what can be done to protect it.

#### Easter\*

Capture the excitement of Eastertime with festive features packaged in a special section perfect for promoting your own local events and advertising surrounding this popular holiday!



### MAY PACKAGE | Available 3/21/22

#### 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.

#### NEW for 2022!

##### Healthy Mind / Healthy Body\*\*

The pandemic has taken a well-documented toll on millions of people's mental and physical health. Healthy Mind/Healthy Body provides a useful avenue for local advertisers to connect with readers who want to get back on a healthy track.

#### Prom & Graduation\*

Prom and graduation ceremonies have looked and felt different over the last couple of years. But 2022 should mark a welcome return to normalcy. That's good news for the numerous small businesses who count on prom and graduation revenue to eagerly showcase their goods and services as families look to ensure these special moments in the lives of young people are memorable for all the right reasons.



### JUNE PACKAGE | Available 4/20/22

#### Play It Safe\*\*

Safety should always be a priority whether you're protecting your family, home, pets, or possessions. Play It Safe is an invaluable resource for anyone looking to protect themselves and the people and things they cherish the most.

#### Cancer Awareness & Prevention

Cancer is a complicated yet often preventable disease. Cancer Awareness & Prevention provides a wealth of content to educate readers and connect them with the local businesses that can help them make healthy choices and manage their cancer risk.

#### Summer Vacation & Lifestyle\*

In summertime, the living is easy. Our Summer Vacation & Lifestyle section is ideal for advertisers hoping to help readers kick back, relax and make the most of their summer vacations.



### OCTOBER PACKAGE | Available 8/19/22

#### Holiday Gifts & Lifestyle\*\*

The holiday season is a joyous time of year, and Holiday Gifts & Lifestyle is ideal for readers and advertisers filled with holiday cheer. From shopping tips to decorating advice and much, much more, this section makes it easy for advertisers to connect with enthusiastic consumers.

#### Think Pink

October is Breast Cancer Awareness Month, making it an ideal time for publishers to promote awareness of this potentially deadly disease. Local advertisers can join the fight against breast cancer by running alongside features designed to educate readers and highlight what they can do to reduce their cancer risk.

#### 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 enjoying a safe and scary Halloween.



### NOVEMBER PACKAGE | Available 9/20/22

#### Dine In. Dine Out.\*\*

Dine In. Dine Out. is a go-to resource for local foodies and the businesses that cater to them. Local restaurants, bakeries, grocery stores, and others can run alongside a host of features highlighting the latest trends in the food and beverage industry.

#### Giving Back

The end of the year provides ample opportunities to help the less fortunate. Giving Back provides a great opportunity for readers to uncover ways to give back while local advertisers can showcase their own efforts to strengthen their communities and help those in need.

#### Paws & Claws\*

Paws & Claws is perfect for readers whose pets are a top priority. Pet services is an expanding industry and local businesses can promote their offerings by running alongside features focusing on everything from pet health to pampering and much, much more.



### DECEMBER PACKAGE | Available 10/20/22

#### Shop Local

The importance of supporting local businesses took center stage during the pandemic. Educate readers about the benefits of supporting local, independent businesses while helping those advertisers connect with more potential customers in a special section focused on this important topic.

#### Financial Planning\*\*

A strong financial plan can serve as the foundation to a long, successful and happy life. Local advertisers can utilize Financial Planning to promote their services to readers who need some help turning their dreams into reality.

#### Best Year Yet! Resolutions 2023\*

Resolutions are a great motivational tool that annually compel people to make lasting, positive changes. 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 a new year starts off on the right foot.