

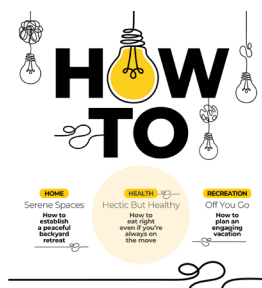


2026 Themed Special Sections (TSS) Schedule

Ready to run in print or online, all images included!



*Layout examples of 2025 titles



*Layout examples of 2025 titles

30 All-Inclusive Special Sections

to easily optimize ad revenue
and save time in 2026!

What's inside:

- Section specs and content overview
- Titles, release dates and story descriptions
- Selling tips and special section success strategies

Start Planning and Selling Today!

“ Metro’s special sections pay for themselves a dozen times over, and the support (for the rare times we need it) is as responsive as you’ll find. ”

– Caledonian Record, Vermont

SENIOR Living

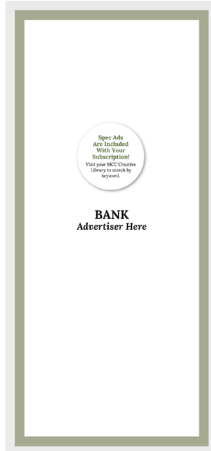
HAPPY TRAILS
How seniors can enjoy safe travels

GOLDEN YEARS GROWTH
Tips to grow wealth after retirement



7 BENEFITS OF SOCIALIZATION for seniors

4 SENIOR Living



How to budget for retirement



After what feels like a lifetime of working, many seniors find themselves in a bind when it comes to budgeting for retirement. The good news is that there are many ways to plan for the future. One of the most important steps is to create a budget. This can help you understand how much you need to live on and how much you can afford to spend. It can also help you identify areas where you can cut back. For example, you might be able to reduce your housing costs by moving to a smaller home or a retirement community. You might also be able to reduce your transportation costs by carpooling or using public transit. By creating a budget, you can take control of your financial future and ensure that you have enough money to live on for the rest of your life.

Calculate your discretionary expenses. Spending that falls into the "discretionary" category includes things like travel, entertainment, and hobbies. These are the expenses that you can most easily control. By tracking these expenses, you can identify areas where you can cut back. For example, you might be able to reduce your travel expenses by staying in a vacation home or a retirement community. You might also be able to reduce your entertainment expenses by joining a local club or a senior center. By calculating your discretionary expenses, you can get a better idea of how much you need to live on and how much you can afford to spend.

Consider expenses that may go up. While some expenses, such as housing and transportation, are relatively fixed, others, such as healthcare and long-term care, can increase significantly over time. It's important to plan for these potential increases. One way to do this is to set aside money in a separate account for these expenses. You can also consider purchasing long-term care insurance to help cover the cost of long-term care. By considering these potential increases, you can ensure that you have enough money to cover them when they arise.

Compare projected income against projected expenses and see where the chips fall. If you find that your projected income is less than your projected expenses, you may need to adjust your budget. This could mean cutting back on discretionary expenses or increasing your income. There are many ways to increase your income, such as part-time work or a pension. By comparing your projected income against your projected expenses, you can get a better idea of how much you need to live on and how much you can afford to spend.

Don't forget to plan for emergencies. Even the best-laid plans can go wrong. It's important to have a contingency plan in place for emergencies. This could mean setting aside money in a separate account for emergencies or purchasing life insurance. By planning for emergencies, you can ensure that you have enough money to cover them when they arise.

7 BENEFITS OF SOCIALIZATION for seniors

One of the primary lessons learned during the COVID-19 pandemic was how challenging social isolation can be. Social isolation often goes overlooked, but it's a key contributor to poor mental health. Experts state that it is increasingly important for adults to maintain an active social life as they age. There are many benefits that come from staying engaged and socializing with others. The following is a look at seven major socialization benefits seniors.



- 1. Regular social interaction can help reduce the risk of depression.** Social isolation is a major risk factor for depression. Regular social interaction can help reduce this risk by providing a sense of community and support.
- 2. Social engagement can help reduce the risk of cognitive decline.** Engaging in social activities can help keep the mind sharp and reduce the risk of cognitive decline. This can be done through activities like playing cards, reading, or participating in a senior center.
- 3. Socialization often results in a sense of purpose.** Many seniors find that socializing gives them a sense of purpose and meaning. This can be achieved through volunteering or participating in a community organization.
- 4. Regular social interaction can help reduce the risk of loneliness.** Loneliness is a common problem for seniors. Regular social interaction can help reduce this risk by providing a sense of connection and belonging.
- 5. Regular socialization can help reduce the risk of falls.** Socializing can help seniors stay active and healthy, which can reduce the risk of falls. This can be done through activities like walking or participating in a senior center.
- 6. Getting out and interacting with others can serve as an informal wellness check, potentially allowing doctors and nurses to monitor health issues that may need attention.**
- 7. Getting outside and interacting with others can serve as an informal wellness check, potentially allowing doctors and nurses to monitor health issues that may need attention.**

Socialization is an important factor in seniors' overall wellness, and one that should be discussed along with diet, exercise and illness management.



SENIOR CLUB
Advertiser Here

GYM
Advertiser Here

Section Specs

- 20-page layouts with ad spots in place
- 12 to 15 professionally written articles
- 10.5"x11.25" tab or 8.25"x10.75" magazine
- InDesign® and Quark® formats
- Free Google font links

What's Included

- Cover design
- Copyright-free editorial features
- ALL photos and art
- Content-based advertiser suggestions
- Rate card and promotional materials

Buy Unlimited or Single Sections

- Purchase by subscription for unlimited section access, or buy per section at the lowest price in the industry

"Localize" It

- Unbranded, copyright-free editorial features can be edited to match your legacy titles or "localize" any way you like
- Completely customizable for alternate page counts and printing requirements

Sell It

- Rate sheet
- Promotional ads (print & web versions)
- Social media posts

The thoughtful content, design and layout always ensure the professional appeal we strive for, without the substantial investment in time.

— Wesner Publications, Oklahoma

Publish It

Publish the Full Section

- Easily print your section, or post it online as a PDF

Publish Single Pages and Spreads

- Use individual pages or two-page spreads from any section to run a daily or weekly series of themed features and ad campaigns within your print and online publications

Over 60? How to maintain a healthy weight as you age

Did You KNOW?

The benefits of exercise for seniors are innumerable. In order to get the physical activity they need, many older adults are turning to pickleball. Pickleball combines elements of tennis, volleyball and ping-pong into an activity that is drawing new enthusiasts every day. You may see that pickleball is the most fun racket sport they have played. With a smaller court than tennis and a lighter ball, pickleball is ideal for seniors who want to stay active without the wear and tear of high-impact sports. The National University of Health Sciences Report on Pickleball says pickleball has attracted 8.6 million U.S. players of all ages and fitness levels. The SFA report notes that the 50+ group accounts for the second-highest number of participants.

Key takeaways:

- Stay on top of your weight.** As you age, your metabolism slows down, and you may gain weight. Maintaining a healthy weight is important for overall health and well-being. One way to do this is by staying active and eating a healthy diet.
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- Stay on top of your weight.** As you age, your metabolism slows down, and you may gain weight. Maintaining a healthy weight is important for overall health and well-being. One way to do this is by staying active and eating a healthy diet.

Exercise daily. Weight loss involves a combination of diet and exercise. Seniors should aim for at least 150 minutes of moderate-intensity exercise per week. This can be done through activities like walking, swimming, or participating in a senior center.

FINANCIAL PLANNER
Advertiser Here

PHARMACIST
Advertiser Here

SENIOR CLUB
Advertiser Here

GYM
Advertiser Here

Grow Digital!

- Interactive Themed Websites & Digital Ad Directories coordinate with themed special section titles to build SEO and expand online revenue



We've created a high-performing special sections program that covers your entire year, so you can plan ahead and maximize profits!

While themes are scheduled to optimize seasonal selling, a variety of evergreen titles can be published at any time throughout the year to meet your market's demands. Two new sections are released to download every month. The schedule below includes our special section release dates, as well as suggested time frames for selling and running them.

Download: November 5th, 2025
Sell: November 2025 – January
Publish: January 2026

Download: November 20th, 2025
Sell: November 2025 – January
Publish: January 2026

Download: December 5th, 2025
Sell: December 2025 – February
Publish: February 2026

Download: December 19th, 2025
Sell: December 2025 – February
Publish: February 2026

Download: January 5th, 2026
Sell: January – March
Publish: March 2026

Download: January 20th, 2026
Sell: January – March
Publish: March 2026

Download: February 5th, 2026
Sell: February – April
Publish: April 2026

Download: February 20th, 2026
Sell: February – April
Publish: April 2026

Download: March 5th, 2026
Sell: March – May
Publish: May 2026

Download: March 20th, 2026
Sell: March - May
Publish: May 2026

Download: April 3rd, 2026
Sell: April - June
Publish: June 2026

Download: April 17th, 2026
Sell: April – June
Publish: June 2026

Download: May 5th, 2026
Sell: May – July
Publish: July 2026

Download: May 20th, 2026
Sell: May - July
Publish: July 2026

Download: June 5th, 2026
Sell: June - August
Publish: August 2026

Download: June 20th, 2026
Sell: June – August
Publish: August 2026

Download: July 2nd, 2026
Sell: July – September
Publish: September 2026

Download: July 17th, 2026
Sell: July – September
Publish: September 2026

Download: August 5th, 2026
Sell: August – October
Publish: October 2026

Download: August 20th, 2025
Sell: August – October
Publish: October 2026

Download: September 4th, 2026
Sell: September – November
Publish: November 2026

Download: September 18th, 2026
Sell: September - November
Publish: November 2026

Download: October 5th, 2026
Sell: October - December
Publish: December 2026

Download: October 20th, 2026
Sell: October - December
Publish: December 2026

**HOME • SENIORS
HEALTH & WELLNESS
WEDDINGS • HOLIDAY**

Publish: October - December

2026 Themed Sections, Websites & Directories

Titles to Publish

Q1: January – March

Health & Wellness

Download 11/5/2025

Health & Wellness is tailor-made for readers hoping to turn over a healthy leaf at the start of a new year. With features focusing on physical health, mental wellness and nutrition, Health & Wellness is the perfect place for local businesses to promote their offerings to health-conscious readers.



Brides Today

Download 11/20/2025

The months leading up to a couple's wedding day is an exciting and busy time. Brides Today is an invaluable resource that can connect couples with the many local vendors who specialize in helping them plan their big days.

Spring Home

Download 12/5/2025

Spring is a season of rejuvenation, and it's also a time when home renovations once again take center stage. Spring Home is the perfect vehicle for contractors to connect with renovation-minded homeowners looking to breathe new life into their homes.

Living 50 Plus

Download 12/19/2025

Living 50 Plus is here to help readers in a highly influential and growing demographic make the most of an exciting time in their lives. Advertisers across an array of industries can utilize this unique section to foster and grow connections with local readers 50 and over.

Children's Health

Download 1/5/2026

Children's health and well-being is of the utmost importance to parents. Children's Health is a go-to resource for parents that highlights issues that affect youngsters' physical and mental well-being.



Salute to Agriculture

Download 1/20/2026

A thriving agricultural sector is a vital component of a healthy economy. Salute to Agriculture shines a light on the many ways local agricultural producers support a strong local economy and draws attention to the challenges farmers are facing.

Titles to Publish

Q2: April – June

Home Interiors

Download 2/5/2026

Extra time spent indoors over the winter compels homeowners to ponder ways to refurbish the interior spaces in their homes. Home Interiors is full of renovation-minded inspiration and serves as an ideal vehicle for local contractors to showcase their services to homeowners hoping to give their homes a new look and feel.

Celebrate!

Download 2/20/2026

Milestone moments are worthy of celebration. Celebrate! can help families celebrate graduations, anniversaries, birthdays, and other special moments worthy of commemoration.

Senior Living

Download 3/5/2026

Modern seniors live active lives. With an emphasis on health, family, fitness, finances and more, Senior Living has all adults over 60 need to navigate an exciting period in their lives. Local businesses won't want to miss this unique chance to connect with a growing and influential demographic.



How To

Download 3/20/2026

Home, health and recreation are high on readers' priority lists. How To includes a range of features focusing on these important topics, making this a great opportunity for local businesses across various industries to showcase their goods and services.

Weddings

Download 4/3/2026

There's no shortage of couples tying the knot each summer, and nearly every detail of the big day will require some forethought. Weddings provides the perfect vehicle for local vendors to connect with couples who will soon be saying, "I do."

Tee Time

Download 4/17/2026

Golf is a wildly popular sport that attracts enthusiasts of all ages and from all walks of life. Tee Time is the perfect place for local vendors to make their names known among a growing crop of golf-loving consumers.



2026 Themed Sections, Websites & Directories

Titles to Publish

Q3: July – September

2026 Bonus Section:

America@250

Download 1/5/2026

America@250 celebrates America's past and present in a year when the country will commemorate its 250th anniversary. This special section offers an opportunity for local advertisers to connect with readers celebrating their patriotism and make the most of yearlong commemorations of America's sesquicentennial.

Local Road Trip

Download 5/5/2026

Summer is vacation season, and the rising cost of travel figures to compel many vacationers to stay close to home and take to the road when planning getaways this year. Local Road Trip is an ideal vehicle to connect vacationers with the many local businesses that can ensure their summer getaways are fun, memorable and affordable.

Outdoor Living

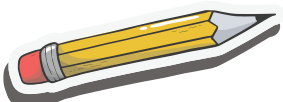
Download 5/20/2026

Outdoor living spaces have come a long way, and modern homeowners are increasingly interested in utilizing their backyards as extensions of their home interiors. Contractors who specialize in home exteriors won't want to miss this unique opportunity to capitalize on homeowners' growing desire to embrace outdoor living.

Back to School

Download 6/5/2026

The waning weeks of summer require a renewed focus on the coming school year. Back to School is a go-to resource for families and educators getting ready to once again answer the bell of a new school year.



Real Estate Now

Download 6/20/2026

Buying and selling a home is no small task. Real Estate Now helps buyers and sellers navigate the ins and outs of the market for homes and serves as an invaluable vehicle for real estate professionals to offer their services to local residents.

Fall Home

Download 7/2/2026

There's no time like the fall to take on projects around the house. Fall Home is the ideal publication for local contractors to make their presence known among readers looking to remodel and renovate before the weather takes a turn and families begin to spend more time indoors.

Senior Health

Download 7/17/2026

Senior Health is written for men and women who want to do everything they can to make their golden years as healthy and happy as possible. Medical practices, fitness facilities and health food stores are just a handful of the many retailers who can utilize Senior Health to connect with health-conscious seniors.

2026 Bonus Section:

Remembering 9/11

Download 5/5/2026

September 11, 2026 marks the twenty-fifth anniversary of the 9/11 terror attacks. This commemorative section tells the story of one of the most devastating days in American history and is dedicated to those who lost their lives in the attacks and the many brave individuals who served as first responders on that fateful day.

Titles to Publish

Q4: October – December

Holiday Gift Guide

Download 8/5/2026

Shopping for gifts is an integral component of the holiday season. Holiday Gift Guide is loaded with opportunities for local retailers to make their names known to local readers looking for inspiration this holiday season.

Cancer Awareness

12-Page Section Download 8/20/2026

Breast Cancer Awareness

12-Page Section Download 8/20/2026



Cancer is the second leading cause of deaths across the globe every year, and breast cancer is a particularly formidable form of the disease that continues to affect millions of women every year. Breast Cancer Awareness and Cancer Awareness are two 12-page sections that can be run as standalones or alongside one another and utilized to let readers know about this potentially deadly disease and what all individuals can do to lower their risk of developing it.

Holiday Lifestyle

Download 9/4/2026

The holiday season is big business. Holiday Lifestyle showcases the many traditions synonymous with the season and provides ample tie-in opportunities for local businesses looking to make the most of this festive and lucrative time of year.

Modern Parenting

Download 9/18/2026

Modern parents have a lot on their plate. With a focus on health, safety and more, Modern Parenting can help moms and dads raise happy and healthy children.

Money Matters

Download 10/5/2026



Local, national and global economies have been up and down for several years. Money Matters is an ideal opportunity for local financial professionals to advertise their services to readers looking to secure their futures in a challenging time.

Winter Fun & Games

Download 10/20/2026

Games are as popular as ever. Winter Fun & Games features a variety of puzzles that serve as a perfect way to pass the time in winter.

2025 Holiday Themed Special Sections

4-Pack of Holiday Titles

Included Each Year With Metro's Holiday Advertising Service



Home for the Holidays

Download 8/1/2025

Families and friends gather each year to celebrate the holiday season together. Home for the Holidays is the perfect vehicle for local advertisers to connect with readers looking to make the most of hometown holiday celebrations with loved ones.



Holiday DIY

Download 8/1/2025

The holiday spirit abounds each December. Holiday DIY is loaded with recipes and craft ideas for homemade gifts and holiday decorations, making this a must-see section for readers and an opportunity local advertisers won't want to miss.



Holiday Fun & Games

Download 8/1/2025

Puzzles are wildly popular and generate significant interest among readers. Holiday Fun & Games is a great way to entertain readers and connect them with local retailers looking to promote their products and services during a pivotal time of year.



My Merry Christmas Coloring Book

Download 8/1/2025

My Merry Christmas Colouring Book

Canadian Version!

Adults and children alike love to color. My Merry Christmas Coloring Book capitalizes on that popularity and offers readers a relaxing way to unwind during a particularly busy time of year.

Full Special Sections Archive Also Accessible to Holiday Advertising Service Subscribers!

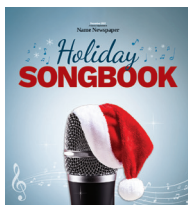


Itsy the Elf – Localize this four-part kids' storybook series by featuring your community's businesses in the storyline!

Holiday Songbook

Holiday Recipes

Plus, bonus cover designs and editorial features to expand sections or run pages



Metro's Holiday Advertising Service Has It All!

- Hundreds of beautiful, sponsor-ready print and web greeting templates for Christmas, Thanksgiving, Hanukkah, Kwanzaa, the new year and the holiday season
- Event and retail promotions to drive sponsorship revenue and community ties
- Thousands of high-quality holiday photos and images
- Seasonal social media tiles and heading designs
- Games, puzzles, coloring panels and page layouts
- Marketing tools to target advertisers and readers

& It's Guaranteed to Pay for Itself!

Click this page to learn more about Metro's Holiday Advertising Service

Special Section Selling Tips

to maximize ad revenue



Run sections online.

If printing is too costly, it's easy to run a PDF of your special section on your website. You can even offer to include advertiser URLs for driving readers to advertiser websites. If you run your section in print, an online companion gives you the option to promote print and digital package rates.

Create a call list.

Themed sections are a great way to approach new advertiser prospects with a niche product. Metro's Themed Special Sections have advertiser suggestions in place to help you jump-start a call list. Metro's online planning calendar is another helpful resource for brainstorming prospects.

Show and sell.

Present the ready-made section to prospects in person or by email so they can visualize their ad in the finished product. Offer the option to choose the available ad spot that best complements their business offerings.

Market to advertisers and readers.

Metro's Themed Special Sections include rate card and promotional ad layouts, as well as social media posts, geared toward both readers and advertisers for print and online promotion.

Present a spec ad.

It's a fact that spec ads help close more sales, and your Metro subscription provides access to thousands of spec ads that are ready to personalize and present for virtually every type of advertiser. Sales reps can also use Metro's site tools to personalize their spec ad presentations online, and email them directly to prospects.

Collaborate to overcome objections.

By sharing the most commonly heard reasons why businesses don't want to advertise, your sales team can work together in developing responses to overcome those objections.

Offer package deals.

The diversity of titles in Metro's Themed Special Section program helps you develop advertising and sponsorship package deals for local businesses, giving them the opportunity reach a wider audience.

Localize articles.

All of the features in Metro's Themed Special Sections are unsponsored and copyright-free with no byline required, so you can edit them any way you like to incorporate native advertising with tips, advice or even events from local businesses.

Evaluate your current sections program.

Figure out which sections are performing well, and which sections you should consider replacing. Metro's 2026 Themed Special Sections program offers 30 titles, giving you ideas and options for trying something new.

Think outside the section.

If you're short on prospects for a particular section, consider publishing single pages or spreads within your paper for a targeted group of small advertisers, or sell pages as a series for a single large-scale sponsor.

“The special section has worked out wonderfully! We have basically doubled our sales revenue from this time last year by using and promoting it to our customers. — Sylacauga Today Newspaper, Alabama



Success Stories

Learn how publications are producing thousands in revenue using Special Sections!

Success Stories

Success stories and revenue-generating ideas from peer publications across North America

Holiday Gift Guide Wraps Up \$80K in Advertising Revenue

My Horry News Horry County, South Carolina

Winning formula for a successful Holiday Gift Guide puts local advertisers and events in the spotlight.



CREATE: Last holiday season, My Horry News customized and expanded on a Themed Special Section from Metro to produce a successful 71-page Holiday Gift Guide packed with festive features and local touches. In addition to Metro editorial features, their section included upcoming concerts and community events, a variety of engaging contests, and plenty of local advertising. Contest promotions ran in the print and digital section, as well as on social media, driving traffic to the publication's website for online entry.



SELL: Advertising Director Shari Harms says the publication packages their printed Holiday Gift Guide with holiday contests, digital products and social media promotions each year to get people excited about the holiday season. The sales team uses the previous year's gift guide as a selling tool for new and returning advertisers, and publishing the section the week before Thanksgiving gives them another selling point: Harms says clients appreciate that their advertising is not lost among inserts from the big box stores that come out the week of Thanksgiving! My Horry News starts promoting and selling the section about two months before publishing. In addition to running the section as an insert and online, the publication delivers at least 10 copies of the Holiday Gift Guide to every advertiser for distribution at their business.

PROFIT: Last year's Holiday Gift Guide featured over 100 advertisers, plus contest and event sponsors. Harms says that readers and advertisers alike look forward to receiving the guide each year, and it typically produces over \$80,000 for the publication, including the print, digital and contest components. Harms adds, "Metro content is a great help for our small publication. We don't have a budget for content curators, so your templates and content help keep our Holiday Gift Guide fresh and up to date."

Shari Harms, Advertising Director, My Horry News
myhorrynews.com | 843.457.7351
shari.harms@myhorrynews.com

Click this page to read more stories!

Success Stories

Learn how publications are producing thousands in revenue using Special Sections!

Success Stories

Success stories and revenue-generating ideas from peer publications across North America

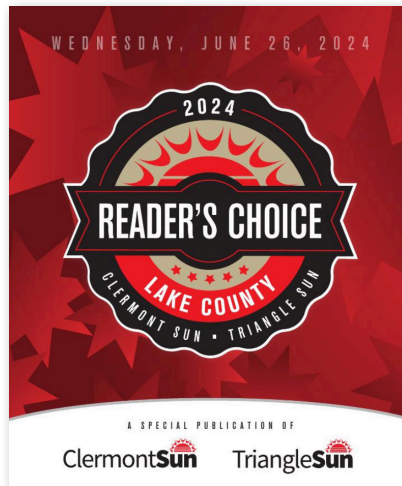
Readers' Choice Special Section Generates \$60K Ad Revenue

An annual Readers' Choice Awards program proves a win-win-win for a local newspaper, area businesses and the community.

**Clermont Sun,
Clermont, Florida**

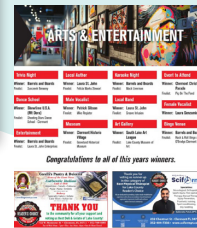
CREATE: The Clermont Sun produces an annual Readers' Choice Awards program recognizing outstanding local businesses. The nomination and voting process begins as early as February, with winners announced in late June. The special section announcing winners is run online and as an inserted tab product in the regular weekly paper for both subscribers and newsstand buyers, by the Clermont Sun and their sister publication the Triangle Sun.

Billy Kirk, Publisher
Clermont Sun
Clermont, Florida
(352) 242-9818
bkirk@theclermontsun.com



SELL: The publication's 2024 program generated 67,553 votes and more than 1,000 local business nominations, giving area merchants a wealth of valuable exposure. The print and online awards section is a local reference readers can turn to throughout the year, with directory-style listings of the winners and finalists in more than 300 business and service categories. More than 75 of these featured businesses also purchased their own advertising space in the section, thanking readers for their votes and support.

MORE THAN 75 featured businesses also purchased their own advertising space!



PROFIT: Clermont Sun Publisher Billy Kirk reports the section produced about \$60,000, and the community endorsed it as the official "best of the best" program for Lake County. A letter from Kirk and Triangle Sun Publisher Ann Yager states, "From the Clermont Sun and Triangle Sun, wide participation in the Readers' Choice Awards validates our longstanding belief that newspapers – in whatever form readers choose to consume them – continue to serve communities like no other medium. Our readers shop where they live and support our local economy. That is important for not only our merchants, but the tax base that supports vital local government services such as police and fire protection and local schools. We all benefit from every local dollar spent."

[Click this page to read more stories!](#)

Success Stories

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Kansas Newspaper Generates \$15K Revenue With a Local Holiday Section Featuring Something for Everyone

Great Bend Tribune
Great Bend, Kansas

The Great Bend Tribune blends local and templated section content to create a "Home for the Holidays" issue featuring more than 70 advertisers and generating more than \$15,000 in revenue!



CREATE: The Great Bend Tribune combined various resources to create a 40-page holiday special section with broad advertiser and reader appeal. The team expanded on Metro's "Home for the Holidays" Themed Special Section template, adding a variety of holiday-themed games and puzzles, recipes, editorial features and song pages from Metro's Editorial Library and other Themed Special Section titles. They gave the section a local spin with their own holiday event coverage, calendars and photos. Publisher Judy Duryee explains, "The vibrant cover draws readers in, showcasing the warmth and joy of the season. Whether they are hosting family or simply enjoying a cozy dinner at home, the Metro content was designed to inspire creativity and enhance the readers' celebrations. Kids and adults alike enjoy the puzzles and activities."

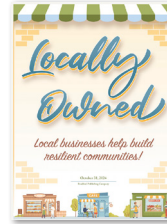
SELL: This popular "Home for the Holidays" section featured more than 75 ads, with several advertisers appearing on multiple pages. Games, puzzles and local event promotion sponsorships were sold, as well as holiday greetings, gift ads, directory spots and seasonal advertising from all types of area businesses. Duryee says they have been running this holiday section for a number of years, adding, "Our advertisers truly love this special edition, and it's easy to see why." The Tribune publishes a second holiday section titled "Tis the Season" two weeks later, running the same ads at a discount.

PROFIT: Duryee reports the section produced revenue between \$15,000 and \$20,000. She says, "With Thanksgiving and Christmas so close together, this issue serves as the perfect bridge for our community to explore local shopping options. Readers appreciate the opportunity to support their neighbors while discovering unique gifts and festive goodies just around the corner."

Judy Duryee
Publisher
Great Bend Tribune
jduryee@gbtribune.com
(620) 782-1211, ext. 201

Success Stories

Success stories and revenue-generating ideas from peer publications across North America



Special Section Shines a Spotlight on Locally Owned Businesses

Bradford Publishing helps local businesses stand out ahead of the holiday shopping season with a unique special section.

The Bradford Era, PA and
Orlean Times Herald, NY



CREATE: Bradford Publishing recently produced their third annual Locally Owned special section ahead of the 2024 holiday season. It ran as a book in three of the group's local publications in print and online. The section included advertising from a variety of local businesses, as well as features from the Metro Editorial Library that focused on supporting local businesses. Locally Owned published on October 31, to capture the attention of an increasing number of early holiday shoppers.

SELL: Regional Ad Manager Jill Henry says the section has gained popularity over the years, with local businesses contacting her about participating after the piece was published. She recommends putting this type of section on every locally owned business proposal, and notes you can run this theme at any time of the year. She says the publication's pitch to advertisers is, "We are a locally owned business, and being a part of the community, every business counts."

PROFIT: Henry says that in spite of economic challenges affecting area businesses, the section was a success. To keep it affordable and encourage participation, they dropped the price for local advertisers this year. The section still produced over \$5,000 in revenue, and remains a valuable advertising vehicle for local businesses and consumers.

Jill Henry
Regional Ad Manager
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Community Media Group
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Success Stories

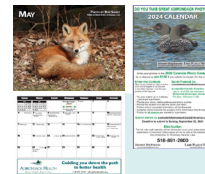
Success stories and revenue-generating ideas from peer publications across North America



Calendar Photo Contest Is a Community-Building Tradition Showcasing Local Sights and Businesses

An annual contest turns photos submitted by local readers into a showcase of area attractions and wildlife with great exposure for participating sponsor-advertisers.

Adirondack Daily Enterprise and Lake Placid News, New York



The 2025 calendar generated advertising revenue from 19 local businesses.

CREATE: The Adirondack Daily Enterprise begins promoting their annual calendar photo contest to readers in late summer with a September deadline for submitting photos depicting local vistas, activities and wildlife. The staff votes to select the best calendar image for each month based on the seasons. The resulting calendar includes holidays as well as the dates of local school and college closures.

SELL: The publication sells half-banner and full-banner sponsor ads under each calendar month. Many advertisers have preferred months based on their business, and advertisers can also purchase a listing on a particular calendar date if they

are running an event or special they wish to promote. The full-color wall calendars are inserted into subscribers' newspapers in December. The publication also runs an ad letting readers know copies are available for sale at the newspaper office, promoting them as stocking stuffers.

PROFIT: The 2025 calendar generated advertising revenue from 19 local businesses, giving each of those businesses a full month of valuable visibility in area homes and businesses. All businesses with a featured ad received 10 free calendar copies to hand to customers. Photographers with featured photos also received five free copies.

Lindsay Munn
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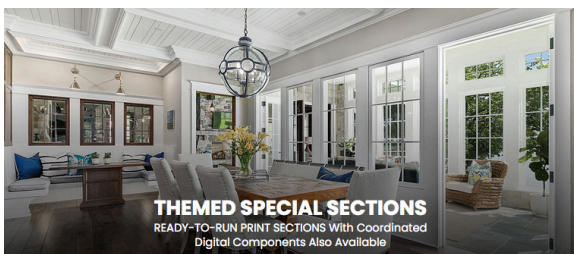
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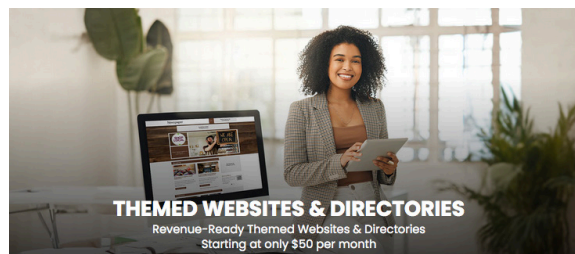
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Amp up ad sales revenue while minimizing production time with fully written and designed, presentation-ready special sections!

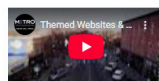
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- E-edition and PDF links facilitate selling to prospective advertisers by printed presentation or email
- State sheet layouts, print and digital promotional ads, and social media posts also included
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February
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