

## 2011-2012 Run-Of-Book, Advertorial & Covers Deadlines

ISSUE	BOOKING	MATERIAL	ON SALE
<b>NOV</b>	31 AUG	8 SEP	24 OCT
<b>DEC</b>	28 SEP	4 OCT	14 NOV
<b>SUMMER</b>	26 OCT	1 NOV	12 DEC
<b>JAN</b>	23 NOV	29 NOV	9 JAN
<b>FEB</b>	14 DEC	22 DEC	1 FEB
<b>MAR</b>	11 JAN	19 JAN	29 FEB
<b>APR</b>	8 FEB	16 FEB	28 MAR
<b>MAY</b>	7 MAR	15 MAR	25 APR
<b>JUN</b>	4 APR	12 APR	23 MAY
<b>JUL</b>	9 MAY	17 MAY	27 JUN
<b>AUG</b>	6 JUN	14 JUN	25 JUL
<b>SEP</b>	4 JUL	12 JUL	22 AUG
<b>OCT</b>	8 AUG	16 AUG	26 SEP

### Cancellation deadlines

**Run-Of-Book:** 8 weeks prior to onsale date.

**Covers:** 12 weeks prior to onsale date.

### Creative & Production Services

Reader's Digest offers production facilities for the preparation of advertising to appear in the magazine. Marketers can access a cost-effective full creative and production service with specialists experienced in developing a range of advertising material.

Concept development, copywriting, artwork preparation, proof approval, to brief and in full consultation with the client, are provided.