

# Indian River Magazine 2024/2025 Advertising Opportunities and Editorial Calendar



Editorial Calendar subject to change without notice. Some dates above may vary.

## FALL ISSUE (OCT-NOV)

Reserve space by Sept. 1, 2024 | Arrives early October

### ADVERTISING OPPORTUNITIES

- Salute to Veterans — As Veterans Day approaches, your business can salute our veterans in this special section. Feature veterans on your staff or in your family or offer discounts to veterans
- Faces of Medicine — Profiles of medical professionals appearing in the Treasure Coast Medical Report
- Senior Living — Trends in senior care
- Communities of the Treasure Coast — Profiles of community developments in St. Lucie, Martin and Indian River counties
- Treasure Coast Non-Profit Profiles — Let our readers know what your non-profit achieves

### EDITORIAL FEATURES

- Treasure Coast Medical Report — Our 17th annual section on trends in health care on the Treasure Coast
- Part Two of our history series on Florida's notorious Ashley Gang
- Homes of the Treasure Coast
- Treasure Coast Personalities
- Indian River Kitchen cooking column
- Society/On the Scene
- Datebook/A Guide to upcoming events on the Treasure Coast

## HOLIDAY ISSUE (NOV-DEC)

Reserve space by Oct. 10, 2024 | Arrives mid-November

### ADVERTISING OPPORTUNITIES

- Holiday Gift Guide — Feature items or gift cards from your business popular during the holidays
- Non-Profit Holiday Guide — A holiday guide to the needs of non-profits on the Treasure Coast
- Holiday Showcase — Publicize your holiday events, festivals and parades
- Communities of the Treasure Coast — Profiles of community developments in St. Lucie, Martin and Indian River counties
- Legal Professionals — Profiles of leading lawyers on the Treasure Coast

### EDITORIAL FEATURES

- Conclusion of the Ashley Gang series
- Season of Celebration Holiday Guide
- Season of the Arts/A Preview of the Fine Arts and Performing Arts on the Treasure Coast
- Homes of the Treasure Coast
- Indian River Kitchen cooking column
- Treasure Coast Personalities
- Society/On the Scene
- Datebook/A Guide to upcoming events on the Treasure Coast

## WINTER ISSUE (JAN-FEB)

Reserve space by Dec. 5, 2024 | Arrives early January 2025

### ADVERTISING OPPORTUNITIES

- A New Year/A New You — A section on personal development, from health trends and new ways to refresh living spaces to getting your financial affairs in order.
- Best of the Treasure Coast Annual Section — Feature your business near your category
- Show Boats and Boat Shows — A list of boat shows in South Florida during 2025
- Business Leaders of the Treasure Coast — Profiles of business owners and executives
- Senior Living
- Communities of the Treasure Coast — Profiles of community developments in St. Lucie, Martin and Indian River counties

### EDITORIAL FEATURES

- Homes of the Treasure Coast
- Treasure Coast History
- Indian River Kitchen cooking column
- Treasure Coast Personalities
- Society/On the Scene
- Datebook/A Guide to upcoming events on the Treasure Coast

## SPRING ISSUE (MARCH-APRIL)

Reserve space by Feb. 10, 2025 | Arrives early March

### ADVERTISING OPPORTUNITIES

- Annual Homes and Design Edition — A section that focuses on home improvement, gardening and spring cleaning. Features products and services related to home decor, outdoor furniture, landscaping and organization
- Private School Guide — Highlights private schools on the Treasure Coast
- Wedding Day Venues — A showcase for the leading wedding and rental venues on the Treasure Coast
- Treasure Coast Realtors — Features top Realtors on the Treasure Coast
- Communities of the Treasure Coast — Profiles of community developments in St. Lucie, Martin and Indian River counties

### EDITORIAL FEATURES

- Trends in Education
- Treasure Coast History
- Indian River Kitchen cooking column
- Treasure Coast Personalities
- Society/On the Scene
- Datebook/A guide to upcoming events on the Treasure Coast

## SUMMER ISSUE (MAY-SEPTEMBER)

Reserve space by April 10, 2025 | Arrives early May

### ADVERTISING OPPORTUNITIES

- Best of Boating — Features leading boat manufacturers and dealers on the Treasure Coast
- Treasure Coast Fishing — Includes fishing tips, advice and other topics
- Outdoor Exploration — Exploring the great outdoors on the Treasure Coast
- Summer Camps — Highlights summer camp programs
- Senior Living — Highlighting Treasure Coast senior care
- Communities of the Treasure Coast — Profiles of community developments in St. Lucie, Martin and Indian River counties

### EDITORIAL FEATURES

- Homes of the Treasure Coast
- Treasure Coast History
- Summer Boat Shows
- Indian River Kitchen cooking column
- Treasure Coast Profiles
- Society/On the Scene
- Datebook/A guide to upcoming events on the Treasure Coast

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