

# EDITORIAL CALENDAR

2023 DEADLINES		EDITORIAL THEMES
	<b>JANUARY</b> Space Deadline: Nov. 9, 2022 Material Deadline: Nov. 16, 2022 Mail Date: Dec. 15, 2022	<b>East Idaho Weddings &amp; Education</b> —Featuring wedding stories along with tips and planning for upcoming nuptials. Get the scoop on what's new and find the perfect inspiration from local experts on all things bridal and wedding. Our Education issue brings you profiles on local artisans, educators and schools along with trends in the education sector.
	<b>FEBRUARY</b> Space Deadline: Dec. 7, 2022 Material Deadline: Dec. 14, 2022 Mail Date: Jan. 13, 2023	<b>East Idaho Wellness</b> —Kick-off the new year with tips on preventing and managing health conditions, as well as advice from experts on taking care of your heart so you can stay on beat. Wellness isn't just about being physically well, in this issue you will also find tips from local experts about exercising emotional wellness and self-care.
	<b>MARCH</b> Space Deadline: Jan. 11, 2023 Material Deadline: Jan. 18, 2023 Mail Date: Feb. 15, 2023	<b>East Idaho Business &amp; People of Influence</b> —This issue has everything you need to know about the latest successes in the community, including statistical trends, Idaho Falls Chamber of Commerce's Business of Distinction and Distinguished Under 40, exclusive interviews and the full gamut of resource information for businesses large and small.
	<b>APRIL</b> Space Deadline: Feb. 15, 2023 Material Deadline: Feb. 22, 2023 Mail Date: Mar. 21, 2023	<b>East Idaho Outdoor &amp; Adventure</b> —From rivers to ridges, this special section celebrates the best outdoor activities and adventures in and around east Idaho. Veteran journalist and outdoor enthusiast Kris Millgate and the IFM team of writers provide the perfect resource for adventuring in our region.
	<b>MAY</b> Space Deadline: Mar. 15, 2023 Material Deadline: Mar. 22, 2023 Mail Date: Apr. 18, 2023	<b>East Idaho Real Estate / Home &amp; Garden</b> —First-time home buyers and veteran homeowners alike will find everything they need, from real-estate tips to reinvigorating their garden as the snow thaws. Readers will also be enthralled with profiles on upcoming designers and builders of our community.
	<b>JUNE</b> Space Deadline: Apr. 12, 2023 Material Deadline: Apr. 19, 2023 Mail Date: May 16, 2023	<b>East Idaho Family Fun and Road Trips</b> —This guide has everything you need for family fun, including road trips to new and old destinations, what you can find during this year's baseball season, local family-friendly resources and opportunities for recreation throughout the region.
	<b>JULY</b> Space Deadline: May 10, 2023 Material Deadline: May 17, 2023 Mail Date: Jun. 14, 2023	<b>East Idaho Dining</b> —What's the most important part of summer? All of the food! Reader-selected establishments compete yearly within the 18 categories of our dining awards. Find award-winners, top chefs of Idaho Falls, recipes from local restaurants and more.
	<b>AUGUST</b> Space Deadline: Jun. 14, 2023 Material Deadline: Jun. 21, 2023 Mail Date: Jul. 19, 2023	<b>Eastern Idaho State Fair Guide and Community Photo Contest Results</b> —Pick up this special issue to learn about Eastern Idaho State Fair performers, visiting attractions, rodeo times and fair food. Additionally, enjoy a showcase of stunning images and profiles of award-winning photographers in our community.
	<b>SEPTEMBER</b> Space Deadline: Jul. 12, 2023 Material Deadline: Jul. 19, 2023 Mail Date: Aug. 18, 2023	<b>East Idaho Health &amp; Fitness</b> —Expand your knowledge on medical topics in East Idaho, including ground-breaking procedures, new specialty services, general health care information and more. You'll find tips from local nutrition gurus—like how to kick-start a new exercise plan or find the perfect gym.
	<b>OCTOBER</b> Space Deadline: Aug. 9, 2023 Material Deadline: Aug. 16, 2023 Mail Date: Sept. 12, 2023	<b>East Idaho Senior Living</b> —From talented seniors to finding the perfect living situation for family members, this issue has everything you need to know about senior living in East Idaho. Here you'll find stories and profiles on the people and businesses who serve seniors in our community.
	<b>NOVEMBER</b> Space Deadline: Sept. 13, 2023 Material Deadline: Sept. 20, 2023 Mail Date: Oct. 16, 2023	<b>East Idaho Shopping / Giving &amp; History</b> —Get the scoop on what's new and find the perfect gifts through inspiration from local experts, profiles on new stores along with a holiday gift guide. Learn about local nonprofits and ways to give within our community. Meet the men and women who made Idaho Falls. Adorned with historical images, this issue features tales of families and businesses who made their start in Idaho Falls.
	<b>DECEMBER</b> Space Deadline: Oct. 11, 2023 Material Deadline: Oct. 18, 2023 Mail Date: Nov. 13, 2023	<b>East Idaho Holidays &amp; Traditions</b> —Settle into the holiday spirit with ideas and inspiration for the perfect holiday season. Read stories about traditions and upcoming winter events for a dazzling December. Enjoy our best tips for amplifying your festivities and find new ways to celebrate the winter season.

# ANNUAL ANCILLARY PUBLICATIONS

## Idaho Falls Area Map

Space Deadline: Jan. 25, 2023  
Material Deadline: Feb. 1, 2023  
Mail Date: Feb. 20,, 2023



*This full-color map is published annually for the cities of Idaho Falls and Ammon, as well as rural Bonneville County. Annual updates include all new subdivisions, streets, hospitals and schools.*

**Circulation:** 60,000  
**Distribution:** Placed in hotels, visitors & travel centers, chambers, in SE Idaho & across the state.

**Rates:**  
4 Spot: \$1,275      2 Spot: \$750  
3 Spot: \$1,050      1 Spot: \$400

## Discover Idaho Falls

Space Deadline: Feb. 22, 2023  
Material Deadline: Mar. 1, 2023  
Mail Date: Mar. 23, 2023



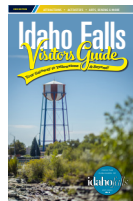
*Parks, sports teams, indoor facilities, clubs and other recreational activities in and around Idaho Falls can be found in this guide and used to plan fun activities for children and adults alike. Special distribution includes all children (K-6) in Bonneville County Schools.*

**Circulation:** 40,000  
**Distribution:** Special distribution in all enrolled I.F. elementary school children's backpacks.

**Rates:**  
Full Page: \$1,500  
Half Page: \$850  
Quarter Page: \$450

## Idaho Falls Area Visitors Guide

Space Deadline: Mar. 22, 2023  
Material Deadline: Mar. 29, 2023  
Mail Date: Apr. 21, 2023



*Idaho Falls serves as the main hub to Eastern Idaho, southwestern Montana, northwestern Wyoming, Yellowstone National Park and Grand Teton National Park. This annual guide is distributed in hotels, visitor centers, chambers and rest stops.*

**Circulation:** 100,000  
**Distribution:** Placed in hotels, visitors & travel centers, chambers, in SE Idaho & across the state.

**Rates:**  
Full Page: \$1,500  
Half Page: \$850  
Quarter Page: \$450

## Independence Day Parade Program

Space Deadline: May 24, 2023  
Material Deadline: May 31, 2023  
Mail Date: Jun. 20, 2023



*Over 100,000 spectators line the streets for the city's parade, followed by Melaleuca's Freedom Celebration. This guide includes parade listings, details and special discounts for all activities that follow.*

**Circulation:** 50,000+  
**Distribution:** Parade attendees

**Rates:**  
Full Page: \$600  
Half Page: \$300  
Quarter Page: \$150  
Business Card: \$50

## Destination Idaho Falls Relocation Guide

Space Deadline: Sept. 27, 2023  
Material Deadline: Oct. 4, 2023  
Mail Date: Oct. 31, 2023



*Suited for coffee tables and business lobbies alike, Destination Idaho Falls is also available as an interactive digital issue and marketed across the country to key online resources for business development and relocation to East Idaho with a focus in Idaho Falls.*

**Circulation:** 40,000  
**Distribution:** Special distribution  
**Rates:**  
3 Page gate: \$9,000  
2 Page gate: \$6,500  
Centerfold: \$6,000  
Spread: \$5,200  
Full Page: \$3,300  
2/3 vertical: \$2,200  
Half Page: \$1,700  
1/2 vertical: \$1,100  
Quarter Page: \$850