

2012 EDITORIAL CALENDAR

February/March**AD CLOSE:** NOVEMBER 29, 2011**ON SALE:** JANUARY 24, 2012**IT'S ALL ABOUT COMFORT**

Creating a comfortable home doesn't mean giving up elegance. This issue is all about comfort zones—beautiful, sophisticated interiors with sink-down comfy furniture, touch-me textures, and stylish lamps that cast the just-right glow for reading and conversations. Look for warm and inviting palettes, open and flowing floor plans, irresistible hangout spaces, and delicious comfort food. Simply say Ahhhh.

April**AD CLOSE:** JANUARY 10, 2012**ON SALE:** MARCH 13, 2012**BEFORE & AFTER**

Wow! We're not just talking remodeling, but utter transformation. Our readers won't believe how these homes have changed. Oodles of examples of the before-and-after images they crave will illustrate changes in a dramatic way, along with the products and techniques used to achieve the new looks. Issue will also feature a **Special Color Section**.

May**AD CLOSE:** FEBRUARY 14, 2012**ON SALE:** APRIL 17, 2012**TRADITIONAL? YES. PREDICTABLE? NO.**

At Traditional Home, we believe that life is meant to be lived graciously, but with attitude. That traditional rooms should refuse to be stuffy. That living DOES happen in the living room. That the most captivating furniture stands the test of time. We'll showcase family-friendly, yet elegant homes with beguiling mixes of the rustic with the refined, the casual with the lavish, the flea market find with the family heirloom. Plus we'll introduce our annual "hot list" of up-and-coming **New Trad Designers** and unveil a **Special Kitchen Feature** as well.

June**AD CLOSE:** MARCH 27, 2012**ON SALE:** MAY 22, 2012**DESIGN CONFIDENTIAL: BRITISH ATTITUDE**

Using the 2012 Summer Olympics in London as our starting gun, we'll travel across the pond to showcase the best of British design, food, fashion, and travel. Follow along on a shopping trip guided by some of the city's most acclaimed designers to discover the must-haves from London's poshest design showrooms and shops. We'll also explore the latest designs from the most venerable and newest British designers and profile iconic English brands. Tea and biscuits, anyone?

July/August**AD CLOSE:** MAY 1, 2012**ON SALE:** JUNE 26, 2012**INSIDE & OUT: SUMMER STYLE**

How do some homes achieve an intuitive flow from indoors to out? With French doors flung open to let in the light and porches and patios styled with furnishings normally used in interiors but treated to withstand the elements. We'll show how to smooth transitions from interior to exterior, capitalize on views, and make the most of every inch for the good life—indoors and out.

September**AD CLOSE:** JUNE 12, 2012**ON SALE:** AUGUST 7, 2012**THE INFLUENCERS**

What becomes a legend most? We'll answer that question by looking at the influences that have shaped the looks, people, and designs our readers love—from favorite homes in movie sets to eras of design to tastemakers and fashion mavens past and present. And we'll investigate what defines a "classic"—those people, places, and things that not only stand the test of time, but will be emulated for decades to come. Issue will also feature our **8th Annual Classic Woman Awards**.

October**AD CLOSE:** JULY 24, 2012**ON SALE:** SEPTEMBER 25, 2012**LEGACY ISSUE**

Here we salute heritage brands—think Vuitton luggage, Aga stoves, Brunschwig fabrics, Chanel perfume—and explore designers' perspectives: their favorite projects, shopping destinations, websites, getaways, and products. We'll inspire readers with sneak peeks inside the homes of style-making designers and their personal scoops on drop-dead gorgeous palettes, furnishings, and approaches.

November/December**AD CLOSE:** SEPTEMBER 18, 2012**ON SALE:** NOVEMBER 20, 2012**HOLIDAY LUXE**

There's nothing like coming home for the holidays, and Traditional Home does the holidays like nobody else. We'll show how to capture the sparkle of the season with festive ideas for gift-giving, entertaining, and decorating—from treetops to tabletops—and we'll showcase homes luxuriously dressed in their best holiday finery.

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