

Issue Schedule and Special Events

2010 Issues	Deadline	Special Issue	Events
January/February	Before December 4th	<i>Home</i>	AIDS Action Winter Dance, LGBT Executive Networking Night
March/April	Before February 5th	<i>Weddings, Travel and Spring Fashion</i>	Fenway Men's and Women's events; NE Travel & Wedding Event
May/June	Before April 2nd	<i>Pride and Profiles</i>	Northampton, Hartford, Southern Maine, Boston Pride Festivals; Summer Sunset Cruise
July/August	Before June 4th	<i>Summer Fun</i>	LGBT Family Day
September/October	Before August 6th	<i>Art Preview and Fall Fashion</i>	Fashion Fusion
November/December	Before October 1st	<i>Holiday Shopping and Winter Getaways</i>	HRC Dinner; GLAD SOJ Dinner

2011 Issues	Deadline	Special Issue	Events
January/February	Before December 3rd	<i>Home</i>	AIDS Action Winter Dance, LGBT Executive Networking Night
March/April	Before February 4th	<i>Weddings, Travel and Spring Fashion</i>	Fenway Men's and Women's events; NE Travel & Wedding Event
May/June	Before April 6th	<i>Pride and Profiles</i>	Northampton, Hartford, Southern Maine, Boston Pride Festivals; Summer Sunset Cruise
July/August	Before June 5th	<i>Summer Fun</i>	
September/October	Before August 3rd	<i>Art Preview and Fall Fashion</i>	Family OUTing Day
November/December	Before October 5th	<i>Holiday Shopping and Winter Getaways</i>	HRC Dinner; GLAD SOJ Dinner

THE BOTTOM LINE

The gay and lesbian demographic is a huge part of the overall consumer base in Greater Boston. *Boston Spirit* is the only upscale magazine to reach this audience direct. Our successful formula of 'umbrella marketing', reaching consumers via print, e-mail, online and in-person, has resulted in a renewal rate of more than 80% with our advertisers.