
2009 CLOSING & ON-SALE DATES

<u>ISSUES</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>
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NATIONAL and SPECIAL MONTHLY EDITIONS

Due Dates for Space and Order	Oct-24	Nov-24	Dec-19	Jan-23	Feb-20	Mar-25	Apr-24	May-26	Jun-24	Jul-24	Aug-25	Sep-24
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<u>DUE DATE FOR MATERIAL</u>	Oct-31	Dec-1	Dec-29	Jan-30	Feb-27	Apr-1	May-1	Jun-1	Jul-1	Jul-31	Sep-1	Oct-1
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IMPORTANT: COMMITMENT FOR SPACE FOR SPECIAL EDITIONS (ELITE) IS THREE WEEKS EARLIER THAN DATES NOTED ABOVE.

NATIONAL GEOGRAPHIC SPLIT, REGIONAL AND MAJOR MARKETS

Due Dates for Space, Order and Material	Oct-10	Nov-10	Dec-10	Jan-12	Feb-10	Mar-12	Apr-10	May-12	Jun-12	Jul-10	Aug-12	Sep-11
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INSERTS (PRINTED OR SUPPLIED)

READER'S DIGEST PRINTS

MATERIAL DUE DATE:

FULL LEAFS, GATEFOLDS OR DETACHABLE
 BOOKLETS
 (4+ PAGES)

Oct-24	Nov-24	Dec-19	Jan-23	Feb-20	Mar-25	Apr-24	May-26	Jun-24	Jul-24	Aug-25	Sep-24
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SUPPLIED INSERTS

GATEFOLDS, FULL LEAFS ETC.

Nov-10	Dec-15	Jan-12	Feb-9	Mar-9	Apr-13	May-11	Jun-15	Jul-13	Aug-17	Sep-14	Oct-12
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ON SALE DATES

Dec-16	Jan-20	Feb-17	Mar-17	Apr-14	May-19	Jun-23	Jul-21	Aug-18	Sep-22	Oct-20	Nov-17
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