



The Coast

HALIFAX'S WEEKLY

2012 MARKETING CALENDAR

Updated January 18, 2012 • For more information, contact your account representative at 902-422-6278 or sales@thecoast.ca

JANUARY

- How to Fix the City / Jan 5
- Well Being Guide / Jan 19
- Get Fit / Jan 19
- In The Dead Of Winter Guide / Jan 26

FEBRUARY

- Valentine's Gift Ideas / Feb 2
- Sex Survey Results/Valentine's Guide / Feb 9
- Cheap Eats / Feb 23
- Eating Out Under \$20/Java Guide / Feb 23

MARCH

- Green Halifax / Mar 2
- Beer Guide / Mar 15
- Happy Hours!/Wings Specials / Mar 15
- Best of Music / Mar 22
- Locally Owned / Mar 29

APRIL

- Essential Titanic Map / Apr 2
- Titanic Anniversary / Apr 12
- Earth Day Guide / Apr 19
- Homes Halifax / Apr 20
- Go Local Guided Tour Dartmouth / Apr 26

MAY

- Pamper Yourself / May 3
- Duly Noted Halifax Weddings May 4
- Council Report Card / May 10
- Mother's Day / May 10
- Halifax Pets / May 11
- Brunch Guide/100 km Diet / May 17
- Best of Food / May 17
- Go Local Guided Tour Hydrostone / May 24
- Bike Week Guide / May 24
- Obey Convention / 19th Anniversary / May 31

JUNE

- Fashion Style Guide / Jun 7
- The Best Shoes / Jewelry / Vintage / Jun 7
- New Music Guide / Jun 14
- Shopping City Guide / Jun 8
- Hot Summer Guide / Jun 21 **COVER PULL OUT**
- Get Out of Town! (GOOT!)* / Jun 21
- Go Local Guided Tour Bedford / Jun 28
- Patio Guide/Canada Day Events / Jun 28
- Patio Guide ad feature / Jun 28

EXTRA COPIES

JULY

- Jazz Festival Guide / July 5
- Food & Drink City Guide / July 6
- Essential Tourist Map / July 13
- Go Local Guided Tour Downtown / July 19
- Pride Issue / July 26
- Gay Marriage/Gay Friendly GOOT!* / July 26

AUGUST

- Go Local Guided Tour Spring Garden / Aug 2
- Best of Halifax City Guide / Aug 10
- Fall Music Preview / Aug 23
- Essential Student Map / Aug 26
- Back to School Guide / Aug 30 **COVER PULL OUT**
- Fall Fashion/Student Discounts/Cheap Eats Aug 30

EXTRA COPIES

SEPTEMBER

- Fringe Festival Preview / Sept 6
- Atlantic Film Festival Guide / Sept 13
- Go Local Guided Tour Quinpool Road / Sept 13
- Wine Guide / Sept 20
- Fall Colours GOOT!* / Sept 20
- Fall Arts Preview / Sept 27

OCTOBER

- Eat & Drink Dartmouth / Oct 11
- Nocturne Guide / Oct 11
- Go Local Guided Tour North End / Oct 18
- Halifax Pop Explosion / Oct 18
- Halloween Planning / Oct 18
- Halifax Drinks / Oct 25
- Happy Hours!/Apps Specials / Oct 25

NOVEMBER

- Best of Halifax / Nov 1
- Duly Noted Halifax Weddings (wedding show edition) Nov 2
- Go Local Guided Tour Clayton Park / Nov 15
- Best New Restaurants 2012 / Nov 22
- Holiday Shopping Kick Off / Nov 22
- New Restaurants / Nov 22
- Holiday Planner / Nov 29
- Gifts Under \$25 / Nov 29

DECEMBER

- Gifts for Him or Her / Dec 6
- Give Guide / Dec 6
- Last Minute Gifts / Dec 13
- Top 12 - Critics' Picks (Music/Books/Gaming/DVDs) / Dec 13
- Double Issue!! Last Minute New Year's Eve Ideas / Dec 20
- Boxing Week Sales / Dec 20

*Cover Feature *Go Local Neighbourhood Tours
 *Advertising Feature
 *City Guide *Essential Maps
 *Duly Noted Halifax Weddings



ASK ABOUT COASTMART!

Offer gift certificates at the CoastMart store and keep 100% of the dollars sold to use for trade advertising in any Coast product.

