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- Sign up with Consultant Services and your calling card will appear in January, March, May/June, July, August/September, and November.
- *Planning* is mailed the third week of the month before the cover date.

JANUARY

Preconference issue on Los Angeles

Focus on:

- Transit
- Housing
- Architecture
- Urban design
- Environment
- Water

Display your calling card!

Reserve ad space by November 21, 2011
Materials due by November 29, 2011

FEBRUARY

Rx for local economies; Campus planning

Focus on:

- Hospitals
- Health care facilities
- Transportation
- Sustainability

Reserve ad space by December 19
Materials due by December 28

MARCH

Designer-in-chief; Local sales taxes

Focus on:

- Federal architecture
- Internet sales
- Retail sales

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Reserve ad space by January 23, 2012
Materials due by January 30, 2012

APRIL

Annual conference issue

- Distributed at APA's Los Angeles conference
- Includes exhibitors list and exhibit hall map

Focus on:

- APA's 2012 National Planning Awards
- Outsourcing municipal services

Reserve ad space by February 21
Materials due by February 27

MAY/JUNE

Special issue on transportation

Focus on:

- Driving trends
- System innovations
- Funding sources
- Metropolitan rail

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Reserve ad space by March 19
Materials due by March 26

JULY

Strong economy; Sustainable places

Focus on:

- Economic development
- Environmental analysis
- Public schools
- Visioning and goal setting

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Reserve ad space by May 14
Materials due by May 21

AUGUST/SEPTEMBER

Special issue on rural America

Focus on:

- Farmland
- Open space
- Water supply
- Small-town successes

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Reserve ad space by June 18
Materials due by June 25

OCTOBER

The changing face of the nation

Focus on:

- Demographic studies
- Visioning and goal setting
- Population analysis
- Housing projections

Reserve ad space by August 20
Materials due by August 27

NOVEMBER

What this country needs

Focus on:

- Economic development
- Revitalization
- Visioning and goal setting
- Urban design

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Reserve ad space by September 17
Materials due by September 24

DECEMBER

Great streets, neighborhoods, and public spaces

Focus on:

- Landscaping
- Paving materials
- Street furniture
- Outdoor lighting
- Community development
- Urban design

Reserve ad space by October 22
Materials due by October 29

Readers say *Planning* has the industry's best content, design, and advertising.*

*Source: 2006 Readex Research e-survey of a sample of *Planning* subscribers.