

# plano profile

THE MAGAZINE OF GOOD LIVING IN AND AROUND PLANO

## 2012 EDITORIAL\* & SPECIAL SECTIONS

An exciting year is planned for *Plano Profile* readers ... and YOU can be in the middle of it all!  
Call your sales representative today!

### JANUARY 2012

*Mail Date 12.27.11*

#### Editorial

Young adults chart their paths  
Students get medical experience  
Award-winning citizen profiled

#### Special Advertising Sections

Medical Sources 2012  
Preschool & Child-Care Directory  
Educational Enrichment

### FEBRUARY 2012

*Mail Date 1.27.12*

#### Editorial

Get ready for college campus visits  
Select that perfect wine  
American Heart Month activities

#### Special Advertising Sections

Art of Giving  
Fabulous Finds  
Healthy Lifestyles  
Legal Profiles  
Home & Garden Resource

### MARCH 2012

*Mail Date 02.24.12*

#### Editorial

Backyard gardening in the city  
Lunching with the Dining Divas  
Spring galas and events

#### Special Advertising Sections

Home & Garden Resource  
Healthy Lifestyles  
Pampered Pets  
Summer Camp Directory  
Religious Services

### APRIL 2012

*Mail Date 03.27.12*

#### Editorial

“Green Issue”  
Beautiful Home Garden Tour  
Interiors feature

#### Special Advertising Sections

Education Profiles  
Living Green!  
Summer Programs  
Healthy Lifestyles

### MAY 2012

*Mail Date 04.27.12*

#### Editorial

Women in Business  
Profiles of extraordinary women

#### Special Advertising Sections

Art of Giving  
Home & Garden Resource  
Pampered Pets  
Summer Programs  
Women in Business  
Healthy Lifestyles

### JUNE 2012

*Mail Date 05.25.12*

#### Editorial

Interiors feature  
Fashion trends and good food

#### Special Advertising Sections

Home & Garden Resource  
Healthy Lifestyles

### JULY 2012

*Mail Date 06.27.12*

Summer activities in UpFront  
Book ideas for summer reading

#### Special Advertising Sections

Preschool & Child-Care Directory  
Fabulous Finds  
Healthy Lifestyles  
Educational Enrichment  
Legal Profiles

### AUGUST 2012

*Mail Date 07.27.12*

Peek inside a gorgeous home  
Divas dine with Women in Business  
winner  
Best Eats Contest results

#### Special Advertising Sections

Educational Enrichment  
Home & Garden Resource  
Healthy Lifestyles  
Pampered Pets  
Religious Services

### SEPTEMBER 2012

*Mail Date 08.27.12*

Plano Balloon Festival lifts off  
College application and selection  
ideas  
Great fashion for fall

#### Special Advertising Sections

Fabulous Finds  
Medical Profiles  
Home & Garden Resource

### OCTOBER 2012

*Mail Date 09.26.12*

*Plano Profile* turns 30!  
Fabulous home featured in Interiors  
Fall galas and events in UpFront

#### Special Advertising Sections

Home & Garden Resource  
Legal Profiles  
Private School Directory  
Healthy Lifestyles

### NOVEMBER 2012

*Mail Date 10.26.12*

Holiday activities begin!  
Food editor dishes about good food  
Spotlight on a volunteer

#### Special Advertising Sections

Art of Giving  
Fabulous Finds  
Healthy Lifestyles  
Home & Garden Resource  
Pampered Pets

### DECEMBER 2012

*Mail Date 11.27.12*

Inside a gorgeous Christmas house  
Holiday activities are all right here  
Selecting that perfect, festive outfit

#### Special Advertising Sections

Art of Giving  
Fabulous Finds  
Healthy Lifestyles  
Pampered Pets  
Religious Services

Plus ... turn to *Plano Profile* every month to find entertainment opportunities in The Front Row. See the latest fashions and merchandise trends in Ready-to-Wear and Fads & Finds. Indulge your culinary passion with Dining In. Find good books in In Review. Explore educational and civic opportunities in On Campus and Volunteering. For 29 years, *Plano Profile* has been a relevant source of information for our vibrant communities.

*\*Editorial content subject to change at the discretion of the editorial department.*



*Plano Profile* magazine is mailed to **47,000** affluent, single-family households in southern Collin County's thriving Plano, Frisco and Allen communities. An additional **3,000** issues are distributed to hospitals, doctors' offices, area businesses, real estate firms, and newcomer organizations for a total circulation of **50,000**.

Proud recipient of the 2008 Greater Dallas Business Ethics Award

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