

# Special Connections Calendar 2020

Advertising Deadlines are the previous Thursday unless noted otherwise.

Reach Your Backyard or an Audience of more than 200,000

Every week, each of the award winning 15 Connection Newspapers and Digital grabs attention and trust thanks to focus on local people, news, events and photos.

Connection Newspapers and Digital generate all content locally and edit for accuracy before our audience of more than 200,000 accesses our trusted and popular community news in print and online.

Our message intensifies with monthly and seasonal focus on Wellbeing, HomeLifeStyle, A+ Camps & Schools, Senior Living, and Connection Families.

Connection Newspapers and Digital offer targeted and effective combinations of 15 high income markets with the most trusted and best read local news. Our audience of more than 200,000 utilize our content through print and reader defined digital editions, email blasts, social media and sponsored stories, along with our local web sites plus thousands of Connection+Google web site partners, which can be segmented based on geography, interest and/or demographics. You determine your daily, weekly, monthly budget and we can project and monitor your campaign based on audience impressions.

\*All calendar items are subject to change \*Papers publish weekly on Tuesday and Wednesday

## JANUARY

**1/8/2020** ..... Wellbeing  
**1/15/2020** ..... HomeLifeStyle  
**1/22/2020** ..... A+ Camps & Schools  
 Martin Luther King Jr. Day is Jan. 20  
**1/29/2020** ..... Senior Living

## FEBRUARY

**2/5/2020** ..... Wellbeing – National Children’s  
 Dental Health Month  
**2/5/2020** ..... Valentine’s Dining & Gifts II  
**2/12/2020** ..... HomeLifeStyle  
 Valentine’s Day is February 14  
 President’s Day is February 17  
**2/19/2020** ..... A+ Camps & Schools  
**2/26/2020** ..... Senior Living  
 Connection Families - Pet Connection

## MARCH

Presidential Primary is March 3  
**3/4/2020** ..... Wellbeing  
**3/11/2020** ..... HomeLifeStyle Real Estate  
 & Remodeling Focus  
 St. Patrick’s Day is March 17  
**3/18/2020** ..... A+ Camps & Schools  
**3/18/2020** ..... Spring Fun, Food, Arts & Ent.  
**3/25/2020** ..... Senior Living

## APRIL

**4/1/2020** ..... Wellbeing: Senior Living Focus  
**4/8/2020** ..... Spring Parade of Homes  
 FCPS Spring Break is April 6-10  
 Easter Sunday is April 12  
**4/15/2020** ..... A+ Camps & Schools Focus  
**4/22/2020** ..... Senior Living  
**4/22/2020** ..... Mother’s Day Celebrations,  
 Dining & Gifts I  
**4/29/2020** ..... Connection Families;  
 Spring Outlook 2020

## MAY

**5/6/2020** ..... Mother’s Day Dining & Gifts II  
**5/6/2020** ..... Wellbeing  
 Mother’s Day is May 10  
**5/13/2020** ..... HomeLifeStyle  
**5/13/2020** ..... McLean Day Pullout  
**5/20/2020** ..... A+ Camps & Schools  
 McLean Day is May 16  
 Memorial Day is May 25  
**5/27/2020** ..... Senior Living

## JUNE

**6/3/2020** ..... Wellbeing  
**6/10/2020** ..... Father’s Day Dining & Gifts  
**6/10/2020** ..... HomeLifeStyle  
**6/17/2020** ..... A+ Graduations & Summer  
 Education  
 Father’s Day is June 21  
**6/24/2020** ..... Senior Living  
 Connection Families: Summer Life

## JULY

**7/1/2020** ..... Wellbeing  
**7/8/2020** ..... HomeLifeStyle  
**7/15/2020** ..... A+ Camps & Schools  
**7/22/2020** ..... Senior Living  
**7/29/2020** ..... Connection Families - Our Pets

## AUGUST

**8/5/2020** ..... Wellbeing  
**8/12/2020** ..... HomeLifeStyle  
**8/19/2020** ..... A+ Camps & Schools – Back to  
 School – Private Schools  
**8/26/2020** ..... Senior Living  
**8/26/2020** .. Newcomers & Community Guide Focus

## SEPTEMBER

**9/2/2020** ..... Connection Families:  
 Enrichment, Care & Back to School  
**9/2/2020** ..... Wellbeing  
 Labor Day is September 7  
**9/9/2020** ..... HomeLifeStyle Focus –  
 Real Estate & New Homes

**9/16/2020** ..... A+ Camps & Schools Back to  
 School, Open Houses  
**9/23/2020** ..... Senior Living  
**9/30/2020** ..... Connection Families: Fall Fun,  
 Food, Arts & Entertainment

## OCTOBER

**10/7/2020** ..... Wellbeing: Senior Living Focus  
 Election Preview  
 Columbus Day is October 12  
**10/14/2020** ..... HomeLifeStyle  
 Election Preview  
**10/21/2020** ..... A+ Camps & Schools  
 Election Preview  
**10/28/2020** ..... Senior Living  
 Connection Families: Safe for Halloween  
 Election Preview  
 Halloween is October 31

## NOVEMBER

Election Day is November 3  
**11/4/2020** ..... Wellbeing  
**11/11/2020** ..... HomeLifeStyle  
 Veterans Day is November 11  
**11/18/2020** ..... A+ Camps & Schools  
**11/25/2020** ..... Holiday Entertainment &  
 Gift Guide I  
**11/25/2020** ..... Senior Living  
 Connection Families: Celebration & Gratitude  
 Thanksgiving is November 28

## DECEMBER

**12/2/2020** ..... Wellbeing; Holiday  
 Entertainment & Gift Guide II  
**12/9/2020** ..... HomeLifeStyle;  
 Home for the Holidays  
**12/16/2020** ..... A+ Camps & Schools; Holiday  
 Entertainment & Gifts Pages  
**12/23/2020** ..... Senior Living  
 Connection Families: Safe for the Holidays  
 Christmas is December 25  
**12/30/2020** ..... Children’s Connection

E-mail sales@connectionnewspapers.com for more information.



Newspapers & Online

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Reaching Suburban Washington’s Leading Households

- Alexandria Gazette Packet • Fairfax Connection
- Arlington Connection • Fairfax Station/Clifton/Lorton Connection
- Burke Connection • Great Falls Connection
- Centre View • McLean Connection
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- Oak Hill/Herndon Connection
- Potomac Almanac
- Reston Connection
- Springfield Connection
- Vienna/Oakton Connection