

**165,000 +**  
**mature Philadelphians**  
**read Milestones**  
**every month.\***

**Editorial Calendar 2010**

**Milestones™**  
News and Possibilities for Seniors

**JANUARY**

Incontinence  
Computers

**FEBRUARY**

Assisted Living  
Healthy Eating Options

**MARCH**

Funeral Pre-Planning  
Income Tax Preparation

**APRIL**

Dental Care  
Hospice Care

**MAY**

Arts Supplement  
Independent Living

**JUNE**

Protecting Seniors In  
Retirement: Insurances  
Reverse Mortgages

**JULY**

End of Life Issues for Seniors  
Banking/Finance

**AUGUST**

Stimulating Seniors' Minds  
- Continuing Education  
Retirement Living

**SEPTEMBER**

The Feel Good Issue Begins  
With a Healthy Body!  
Healthy Aging  
Healthy Feet

**OCTOBER**

Employment and Volunteering  
Health Insurance Options

**NOVEMBER**

Home Heating  
and Energy Conservation  
Elections - The Candidate's  
Views on Senior Issues

**DECEMBER**

Theater and Entertainment  
for the Holidays  
Holiday Traditions

**DEADLINES** Space reservations are due by the 1st of the month preceding cover date.  
Advertising materials are due by the 5th of the month preceding cover date.

\* Milestones Readership Study

**ALSO IN EVERY ISSUE**

Arts & Leisure  
Calendar of Events  
Cooking & Dining Out  
Health Briefs