

Publication dates & deadlines

Winter 2009 Published: Sunday, December 13th, 2009

Editorial submissions: 5pm, Monday, November 9th, 2009

Requests for ad proof: 5pm, Monday, November 16th, 2009

Final ad deadline: 5pm, Tuesday, November 17th, 2009

Spring 2010 Published: Sunday, March 14th, 2010

Editorial submissions: 5pm, Monday, February 8th, 2010

Requests for ad proof: 5pm, Monday, February 15, 2010

Final ad deadline: 5pm, Tuesday, February 16, 2010

Summer 2010 Published: Sunday, June 13th, 2010

Editorial submissions: 5pm, Monday, May 10th, 2010

Requests for ad proof: 5pm, Monday, May 17th, 2010

Final ad deadline: 5pm, Tuesday, May 18th, 2010

Autumn 2010 Published: Sunday, September 12, 2010

Editorial submissions: 5pm, Monday, August 9, 2010

Requests for ad proof: 5pm, Monday, August 16, 2010

Final ad deadline: 5pm, Tuesday, August 17, 2010

Metro Group, Inc.

A STRATEGIC PUBLICATIONS, LLC COMPANY

WNY'S LARGEST WEEKLY NEWSPAPER GROUP

585/492-2500

ARCADE

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Cheektowaga, NY 14225

716/532-2288

GOWANDA

62 West Main Street
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716/649-4413

HAMBURG

50 Buffalo Street
Hamburg, NY 14075

716/434-4055

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8 South Street
Lockport, NY 14094

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OLEAN

1214 West State Street
Olean, NY 14760

716/592-3932

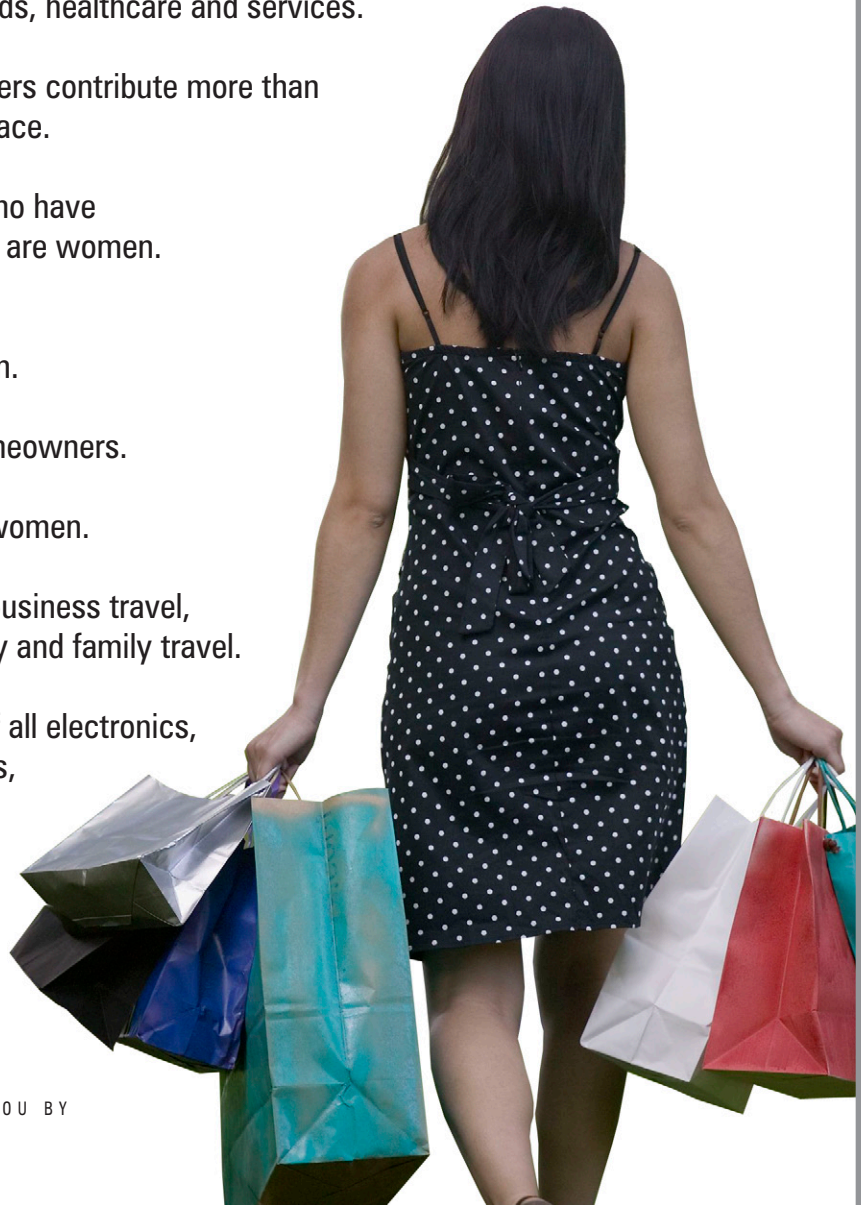
SPRINGVILLE

41 East Main Street
Springville, NY 14141

WE APPEAL TO A POWERFUL CONSUMER GROUP!

- Women control America's purse strings. In fact, nine out of 10 women identify themselves as the primary shopper in their households.
- Women account for the expenditure of 85 cents of every dollar in the United States.
- Women make or influence 80 to 90 percent of all purchasing decisions concerning consumer goods, healthcare and services.
- Through their incomes, female workers contribute more than \$1.9 trillion annually to the marketplace.
- Forty-three percent of Americans who have more than \$500,000 in gross assets are women.
- In one of three dual-income families, the woman earns more than the man.
- 57 percent of single women are homeowners.
- 59 percent of all Internet users are women.
- Women comprise 40 percent of all business travel, and influence 80 percent of all luxury and family travel.
- Women also purchase 81 percent of all electronics, 75 percent of over-the-counter drugs, and 65 percent of new cars!

[Source: Road & Travel Magazine & Allbusiness.com]



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