

Advertising Special Initiatives 2009

THE HAMILTON
SPECTATOR

JANUARY

- 15 McMaster University
MARS Apprentice Gatefold
- 21 Mohawk / Fashion Gatefold
- 21 Great Winter Sale 1
- 23 HHS Foundation Care Buddies
- 29 Great Winter Sale 2

FEBRUARY

- 6 Valentines Feature
- 11 Valentines Feature
- 13 Family Day Gatefold
- 18 Coupon Clipper #1
- 19 Wacky Weekend
- 20 Fashion / Bridal gatefold
- 26 Wacky Weekend
- 26 Creative Kids
- 27 Innovation

MARCH

- 12 Celebrate Women
- 13 Wacky Weekend
- 13-27 Spec Fit
- 14 Courses & Careers
- 19 Wacky Weekend
- 26 Wacky Weekend
- 26 March Madness
- 27 Balance Magazine
- 27 Earth Hour Gatefold
- 30 Destination Hamilton
- 30 Waterfall Tourist Guide 24-31
Auction Advantage

APRIL

- 1 Terra Gatefold
- 15 Coupon Clipper #2
- 17 Earth Awareness
- 18 Foot Month
- 24 Aviation Gatefold
- 20-25 Volunteer Week (in paper)
- 30 Good News 1

MAY

- 1 Home Improvement
- 2 Golf Guide
- 2 Living Green
- 5, 9 Mother's Day
- 6 Nurses' Week
- 7 Special Occasions Gatefold
- 11 Police Week Gatefold
- 13 No Place Like Home
- 14 Good News 2
- 15 Outdoor Living
- 20 Golf Guide Mini
- 22, 27, 29 Summer Fun
- 27 Destination Hamilton
- 29 New Home Living
- 29 McMaster Children's Hospital
Gatefold
- 29 City of Hamilton Gatefold
- 30 May Days

JUNE

- 5 Festival Map
- 12 Waterfall Tour Guide
- 17 Open Garden
- 20 Menu Guide
- 25 Balance Magazine
- 25 Discover Hamilton
- 30 Shop Canadian Gatefold

JULY

- 16 Great Summer Sale
- 18 Coupon Clipper #3
- 20 Attractions Discount Book
- 31 Welcome to the Neighbourhood

AUGUST

- 7 Jamilton
- 8 Stampede Days
- 13 Active Kids
- 13 Total Market Power
- 20 Here's My Card
- 27 Continuing Education

SEPTEMBER

- 12 Ask the Expert
- 16 Reader's Choice Nominees
- 17 Balance Magazine

OCTOBER

- 3 Celebrate Hamilton
- 7 Coupon Clipper #4
- 10 Living Green
- 13 Menu Guide
- 16 City Kidz Gatefold
- 28 Reader's Choice Winners
- 31 Community Calendar

NOVEMBER

- 6 New Home Living
- 7 College Open House Week
- 12 Balance Magazine
- 14 Looking Ahead
- 19 Gift Guide #1
- 25 Shop Canadian Gatefold
- 26 Gift Guide #2

DECEMBER

- 3 Hamilton Music
Awards Gatefold
- 3 Gift Guide #3
- 5 Holiday Song Book
- 5 Sites, Sounds & Smells
of the Season
- 10 Gift Guide #4
- 12 Personal Giving
- 17 Last Minute Gift Ideas
- 26 Boxing Day Gatefold