

Creative & Advertising Showcase:

TOPics That Sell

METRO
Advertising Service

Timely New Templates, Images, Editorial & Ideas to Plan & Grow Revenue Faster >>



New content, sales opportunities and creative ideas to target more monthly revenue!



Veterans & Remembrance Day

Build sections and pages celebrating America's veterans on November 11 with images, heading and social media designs, and sponsor-ready templates. Content to recognize Veterans' Week and Remembrance Day in Canada can be found on page 40.

PAGE 06 >



Small Business Saturday®

Help advertisers drive traffic on November 28 and all season with holiday-themed content focused on supporting local small businesses. Please note, Small Business Saturday® and Shop Small® are registered trademarks of American Express.

PAGE 08 >



Diabetes Month

Prediabetes is on the rise globally, according to Yale Medicine. Find infographic page designs and more support content created for National Diabetes Month in the U.S. and Diabetes Awareness Month in Canada this November.

PAGE 10 >



Thanksgiving & Friendsgiving

Combine new page mastheads and food images with fresh editorial features and recipes to create holiday pages or sections. Plus, discover new print and digital ad templates for grocers, dining, catering, pies and furniture.

PAGES 12 & 34 >



Plaid Friday | PAGE 14 >

Black Friday | PAGE 15 >

Cyber Monday | PAGE 16 >

Holiday Baking | PAGE 19 >

National Candy Day | PAGE 20 >

Daylight Saving Time | PAGE 21 >

Winter Fashion & Outerwear | PAGES 22 & 23 >

Movember® & Beard Care | PAGE 24 >

America Recycles Day | PAGE 25 >

Long-Term Care Awareness Month | PAGE 26 >

American Education Week | PAGE 29 >

National Play Outside Day | PAGE 30 >

Cook for Your Pets Day | PAGE 31 >

Election Day | PAGE 36 >

Newspaper Marketing | PAGES 37 & 50 >

✦ **Canada: Remembrance Day | PAGE 40 >**

✦ **Canada: Senior Safety Week | PAGE 41 >**

Themed Sections, Websites & Directories



Find Content for American and Canadian Markets

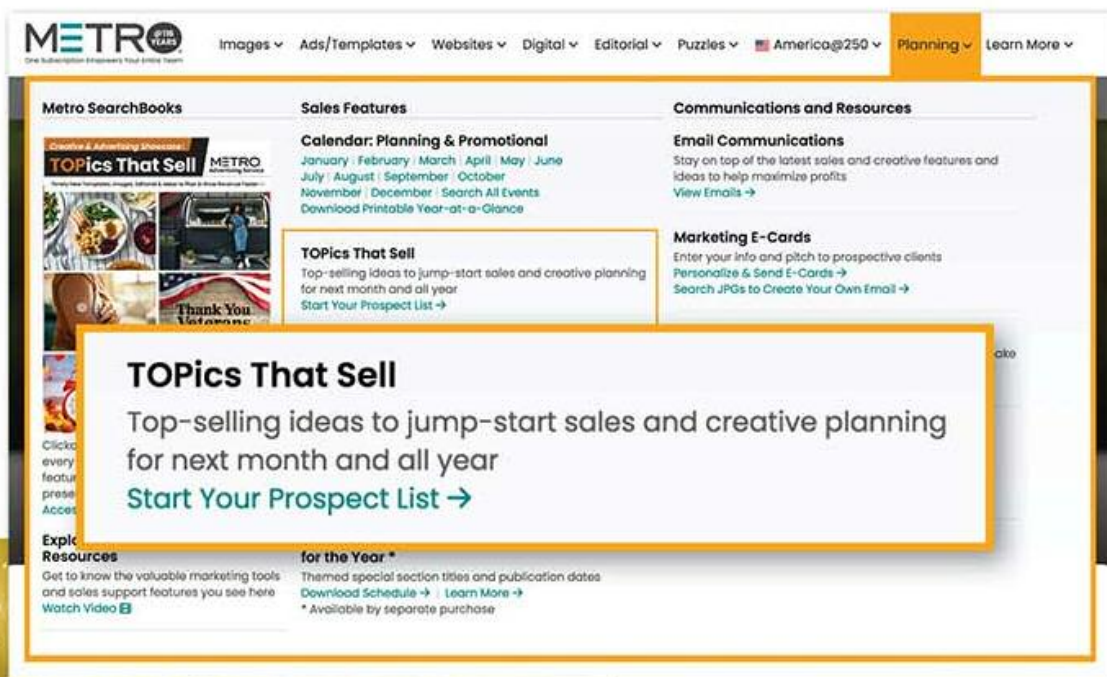
★ **MiAD® Wizard Enabled**

See how to personalize these spec ads with the Wizard!

We are always posting new content!

★ Keep checking your Metro site for the latest.

Use our **TOPICS THAT SELL** site page to strategically plan for the month ahead and **EXPLORE IDEAS THAT SELL ALL YEAR:**



Check this page often for updates!

TOPICS That Sell for November



- Diabetes Month
- Remembrance Day
- Small Business Saturday*
- Thanksgiving
- Veterans Day

Search Your **Planning Calendar** for More Monthly Events

Locate all of your Metro assets to target top advertisers and sponsors for key topics in one click. Then select any strip (Print Templates, Web Ad Sets, Photos, Editorial, Social Media, Etc.) to expand results for that particular category.



TOPICS That Sell All Year

Please note: This list is work in progress! Check back often for updates.

- Antiques & Vintage
- America@250
- Agriculture & Farming
- Auto Dealerships
- Automotive Services
- Coffee
- Community/Neighborhood
- **New:** Customer Appreciation
- Expos & Conventions
- Finance & Banking
- Garage Sales
- Medical & Health
- Newspaper Marketing
- Pets
- Real Estate
- Restaurants & Bars
- School & Education
- Shop Local
- Sports
- Weddings
- Wellness & Beauty

Click on any TOPic for the latest templates, images, editorial features and more to engage advertisers and readers around a theme, holiday or event.

Search keyword **"calendar"** to find images for every month of the year. Consult the **Planning & Promotional Calendar** under the **Planning** tab at the top of our website for monthly sales opportunities all year.

November 2026

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving Day	27	28
29	30					

Make room for the ones who matter most

this holiday season...

Free In-Store Design Services Stop by the showroom, or scan to book an appointment.



Furniture Store

1234 Washington Street • Somersville Heights | 000-000-0000 • [www.namewebsite.com](#)

Interest-Free Furniture Financing for 36 Months*

- Dining Sets • Living Rooms
- Sofas & Sectionals
- Bedroom Furniture

*Offer good through November 00, 20XX. List details, terms and conditions here. List details, terms and conditions here.

BLACK FRIDAY

November 27, 2026

More on Page 15



November 3



More on Page 16



More on Page 14



November 13



ELECTION DAY



November 3, 2026



More on Page 36



American Education Week

November 16-20, 2026



More on Page 29



November 1, 2026

More on Page 21

60+ New Articles Every Month, Included in Your Subscription!

**Written by Metro staff, not AI, with no byline needed.
Edit or localize these copyright-free features any way you like!**

Download these new November features, and many more, today:



Notable Thanksgiving traditions

Here are some of the more notable traditions people can embrace on this day of giving thanks.



Fall activities to squeeze in before winter

People who love to spend time outdoors can look to these quintessential autumn activities to engage their love of the outdoors before temperatures drop.



Is your child ready for a smartphone?

Parents should evaluate whether their children have the foundational habits necessary to navigate a digital world. Here are some readiness indicators parents and caregivers can use.



Spot the signs of cyberbullying

Here are some common physical and emotional warning signs of cyberbullying, courtesy of StopBullying.gov and the Cyberbullying Research Center.



How to learn more about your family history

Anyone who has the itch to learn more about their ancestry can do so in a number of ways, and these tips can help them get started.



Spread kindness in your community

Kindness begins with a decision to notice the people one interacts with and take small actions that can add up to impressive results.



Common household items you may not know can be recycled

The following are some recyclable items that people may not recognize can be disposed of differently.



The trickle-down benefits of supporting small businesses

Supporting small businesses creates an economic ripple that benefits consumers, workers and even entire communities.



The benefits of hiring holiday decorators

Entrusting seasonal decorating to a pro offers a wide range of benefits.



Screen-free ways to keep kids engaged over holiday break

Parents looking to fill kids' time with healthier pursuits can look to these screen-free ways to engage youngsters over the holiday break.



Holiday crafts for kids

Here are several holiday craft ideas that the young (and young at heart) can enjoy.



How to stay within budget when hosting for the holidays

There are many ways to stay within budget when hosting for the holidays.

Click Copyright-Free Editorial Features under the Editorial tab at the top of our website to find these articles.

Sell ad sponsorships with engaging editorial mini features!

Locate them by using the Template Type filter to select
Ad Spot Fillers from the Editorial Templates accordion menu.

Did you know?

Christmas lights

Christmas lights help set the scene for the holidays and enhance the atmosphere of gatherings and celebrations. While it may seem like Christmas lights have always been part of holiday festivities, they're actually a relatively modern addition. Electric Christmas lights were the invention of Edward Hibberd Johnson in 1882. Johnson was an associate of Thomas Edison, and Smithsonian notes Johnson hand-wired 80 red, white and blue electric light bulbs and placed them on a spinning Christmas tree in his New York City home. Johnson's lights were likely inspired by the first strand of electric lights that Edison hung outside of his New Jersey laboratory two years prior. These Christmas lights gave rise to more displays in subsequent years. President Grover Cleveland put up the first electrically lit Christmas tree in the White House in 1895. While electric lights may have been pretty, they were very expensive for the average person. In the 1920s, companies like General Electric started crafting safe, affordable and ready-to-use light strings for consumers, paving the way for more widespread adoption during the holidays.



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PASS 2 col x 5

Thank you, VETERANS

The nation's veterans are worthy of recognition and gratitude for their dedication to preserving the freedoms of their fellow citizens. Each November, veterans are honored on Veterans Day.



According to Statistics Canada Census Data, Canada, which celebrates Remembrance Day each November, has an estimated 461,240 living veterans. Recent U.S. Census Bureau data indicates there are roughly 15.7 million living military veterans in the United States. Texas has the highest number of living veterans in the U.S., with a population of approximately 1.4 million individuals who have served in the military.

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PASS 2 col x 5

Did you know?

The Anxiety & Depression Association of America reports that:

NEARLY ONE IN 10 MEN EXPERIENCE DEPRESSION OR ANXIETY.



Despite that prevalence, less than half of those men receive treatment, a troubling reality that the ADAA suggests is because of stigma, cultural expectations and/or the belief that seeking help is a sign of weakness. Lack of treatment for mental health issues like depression and anxiety has a troubling ripple effect, as men account for nearly 80 percent of all suicide deaths, and three in five of those men had no documented mental health condition at the time of their deaths.

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6 x 6"

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6 x 3.15"

Do you have an empty ad spot to fill?

Ad Spot Fillers provide engaging editorial content as image files you can instantly drop into unsold ad spots.

Find them under the Image Category filter of our website.



DID YOU KNOW?

A significant percentage of working adults lack a financial safety net should they suddenly confront job loss or another variable that affects their finances.

According to researchers with the financial services firm Empower®, one in three adults in the United States has no emergency savings set aside, and half of adults surveyed indicate their current level of emergency savings is a cause of stress. Various types of insurance policies can serve as a safety net for adults who find themselves confronting unforeseen circumstances like natural disasters, accidents and injuries. While it's still important to save for emergencies, insurance policies can provide additional peace of mind and help people survive the financial fallout of unforeseen events like disasters, accidents or injuries.

Veterans Day is November 11



Thank You Veterans
— ★ ★ ★ —

Honored to Serve Our Community's Veterans

LEARN MORE TODAY! ★ VA Home Loans
★ Free Checking With Benefits
★ Free Financial Workshops & Webinars

Happy Veterans Day, and thank you for your dedicated service to our country!

Bank
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

PASS 2 col x 4 ★



VETERANS DAY PARADE
& Celebration of Service

Please join us in honoring veterans in our community and around the country for their service and sacrifice!

Parade at 11 a.m. | Ceremony & Speeches at 12 noon
Festivities to Follow
Music & Marching Bands • Military Salute
Patriotic Performances • Food Trucks & Vendors

Event Location
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

PASS 2 col x 4 ★

Web Ads ★ W
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50



Thank You Veterans
— ★ ★ ★ —

Honored to Serve Our Community's Veterans
★ VA Home Loans ★ Free Checking With Benefits ★

Bank
1234 Washington Street | Somersville Heights



VETERANS DAY PARADE
& Celebration of Service

Parade at 11 a.m.
Ceremony & Speeches at 12 noon

Event Location
1234 Washington Street | Somersville Heights



Celebrating America's Veterans

Today we honor the brave men and women whose courage, dedication and service in America's Armed Forces have protected our country, our freedom and our way of life for generations.

★ To the veterans in our community and around the country, we wish you and your families a safe, happy and meaningful Veterans Day. Thank you for all you have given to this nation.

Name Sponsor
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

PASS 2 col x 4 ★



With pride in our country and gratitude in our hearts, we wish all who have served a safe and happy Veterans Day!

We owe the freedoms we cherish to your courage, sacrifice and devotion to this nation.

Thank you for your service!

Name Sponsor
1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

PASS 2 col x 4 ★



Celebrating America's Veterans

Today we honor the brave men and women whose courage, dedication and service in America's Armed Forces have protected our country, our freedom and our way of life for generations.

Name Sponsor
1234 Washington Street | Somersville Heights



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Name Sponsor
1234 Washington Street | Somersville Heights

Social Media & Email Marketing

Use these ready-to-post JPG designs for Facebook and Instagram; or select the "Marketing: Create an E-Card" Image Filter to personalize and send a formatted e-card to sales prospects using this image, or to create an email promotion for readers.



HAPPY VETERANS DAY

Thanks to all who served for your courage, dedication and sacrifice



THANKS
TO OUR NATION'S VETERANS!

**WE  OUR
VETERANS**

VETERANS DAY

WHAT ARE THE SIX BRANCHES OF THE MILITARY?

1. A _ _ _ _
2. N _ _ _
3. A _ _ F _ _ _ _
4. M _ _ _ _ C _ _ _ _
5. C _ _ _ _ G _ _ _ _
6. S _ _ _ _ F _ _ _ _

THANK YOU TO ALL OUR VETERANS!

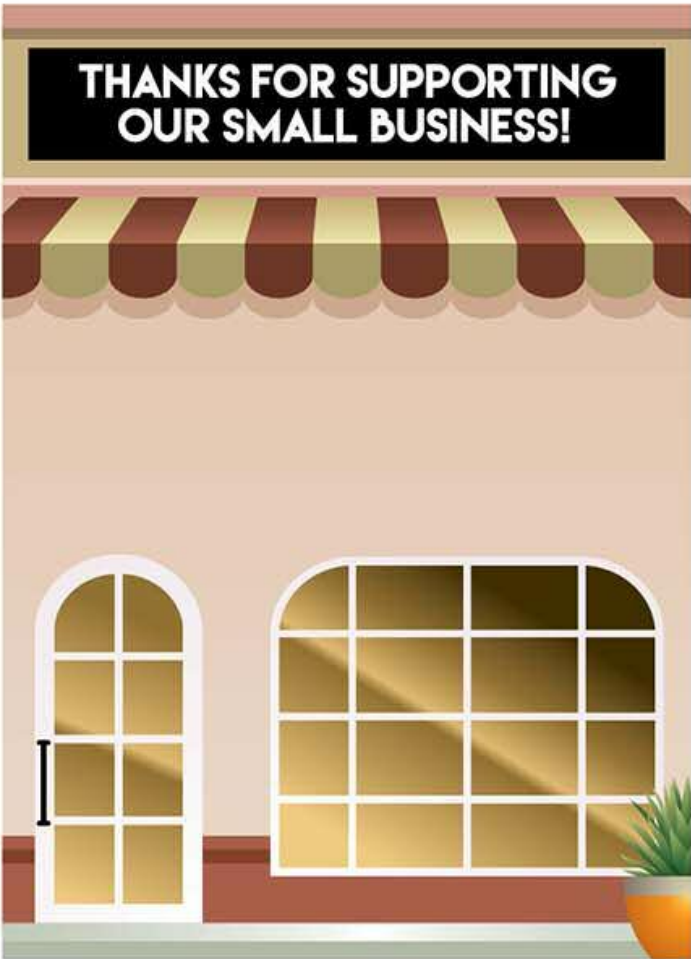
VETERANS DAY

WHAT ARE THE SIX BRANCHES OF THE MILITARY?

1. ARMY
2. NAVY
3. AIR FORCE
4. MARINE CORPS
5. COAST GUARD
6. SPACE FORCE

THANK YOU TO ALL OUR VETERANS!





November is National Diabetes Month in the U.S. and Diabetes Awareness Month in Canada.

Versions of this layout for both populations can be found on our website.



November is National Diabetes Month

Diabetes

is a chronic disease that occurs when blood sugar, or blood glucose, is too high. Glucose comes from food and provides the body with energy. Insulin, a hormone produced by the pancreas, helps move glucose from the blood into cells. People with diabetes do not create enough insulin and/or cannot use it properly, causing sugar to build up in the blood.

Health Risks & Impacts

Diabetes can damage blood vessels in the heart, eyes, kidneys and nerves over time, according to the World Health Organization. This damage can lead to:

- Higher risk of health problems including heart attack, stroke and kidney failure.
- Permanent vision loss from damage to blood vessels in the eyes.
- Foot complications from nerve damage and poor circulation, which can cause foot ulcers and may lead to amputation.

Symptoms of Diabetes

Excessive thirst
More frequent urination
Blurred vision
Extreme fatigue
Unexplained weight loss

Source: World Health Organization

3 Main Types of Diabetes

- Type 2 diabetes is the most common type and accounts for the vast majority of all diagnosed cases. With type 2 diabetes, the body can't effectively use and/or produce insulin.
- Type 1 diabetes is an autoimmune condition where the body attacks insulin-producing cells, thereby producing little or no insulin.
- Gestational diabetes develops in some women during pregnancy.



12%
of people in the
U.S. live with
diabetes

Source: Centers for Disease Control & Prevention

Prevention of Type 2 Diabetes

More than 1 in 3 U.S. adults have prediabetes

People with prediabetes have a 50% chance of developing diabetes over the next 5 to 10 years

Source: National Institutes of Health



Prediabetes

is a health condition where blood sugar levels are higher than normal, but not high enough to be diagnosed as type 2 diabetes. Prediabetes typically has no clear symptoms, and many people don't know they have it. A routine blood test from a doctor can determine if your blood sugar is high.

Source: National Institutes of Health

While prediabetes increases the risk of developing type 2 diabetes, **healthy lifestyle changes like these can help lower blood sugar levels and prevent or delay the onset of type 2 diabetes:**

- Lose excess weight. The American Diabetes Association recommends that people with prediabetes who carry extra weight lose at least 5% to 7% of their body weight to lower their risk of diabetes.
- Aim to achieve a minimum 30 minutes of physical activity five days a week.
- Do resistance or muscle-strengthening exercises at least two days a week.
- Break up long periods of sitting with a short walk or light activity every 30 minutes.
- Choose whole foods like vegetables, fruits, whole grains, beans and nuts. These foods are often naturally high in healthy fiber and low in fat and sugar.
- Avoid sugary beverages like soda, sweet tea and fruit juice, and drink more water instead.
- Don't smoke tobacco.
- Limit processed foods, fried foods and refined carbs like white bread or white rice.
- Ask your physician about getting a blood test to check your blood sugar levels.

Source: World Health Organization, Mayo Clinic, Harvard Health

Pharmacy

Physician

Fitness Center



Thanksgiving is November 26.

Scroll to pages 34, 36 and 37 for more ad templates and images!

Mastheads - Two sizes to anchor themed pages and special section covers



Sharing Our Best...

THANKSGIVING DAY BUFFET

Thursday, November XX
\$49 adults • \$25 kids under 10
Kids under 3 eat free

Carving Stations & Entrees
Roasted Turkey • Honey Ham • Prime Rib •
Miso Salmon • Rosemary-Garlic Chicken • Vegan Turkey
*Plus, enjoy a delectable assortment of savory side dishes,
seasonal soups, fresh salads and homemade desserts!*

Restaurant
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Reservations Required | Call or book online today.

PASS 2 col x 5

Friendsgiving Feast
November XX-XX

Kick off the season of celebrating
with food, friends and fun!

Turkey Dinner With All the Fixings

Complimentary Glass of Wine or Bubbly
Choice of Pie or Cookie Sundae for Dessert
**Vegetarian option available*
\$35 per guest

Restaurant
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
Book your reservation by phone or online today!

PASS 2 col x 5

Social Media & Email Marketing

Use these ready-to-post JPG designs for Facebook and Instagram; or select the "Marketing: Create an E-Card" Image Filter to personalize and send a formatted e-card to sales prospects using this image, or to create an email promotion for readers.



Web Ads

Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

Sharing Our Best...

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Thursday, November XX
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Make a reservation today

Restaurant
1234 Washington Street | Somersville Heights

Friendsgiving Feast
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Turkey Dinner With All the Fixings

Complimentary Glass of Wine or Bubbly
Choice of Pie or Cookie Sundae for Dessert
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Restaurant
1234 Washington Street | Somersville Heights



THANKSGIVING

I Spy

How many do YOU spy?

THANKSGIVING

I Spy

How many do YOU spy?

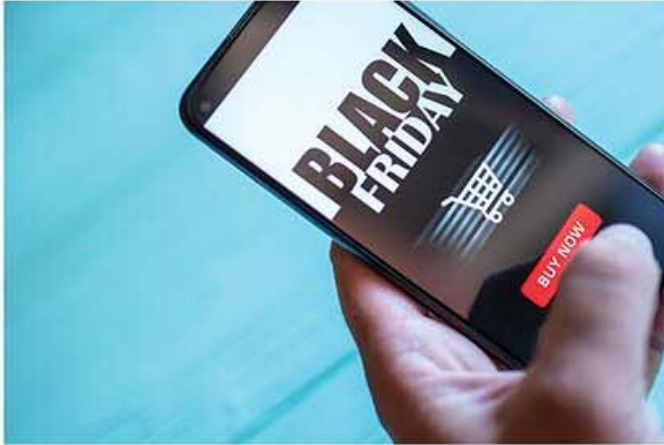
	5		2		4		4
	2		6		2		3

Plaid Friday on **November 27** encourages shopping at local, independent businesses as a relaxed and enjoyable alternative to large corporate retailers on Black Friday. Participants are encouraged to wear plaid to show their support for community businesses!



Black Friday is November 27.

Encourage advertisers to promote deals early and often using print and web ad templates and social media tiles from our website! Search keywords “**black Friday**” and remember to select the “**exact match**” filter.



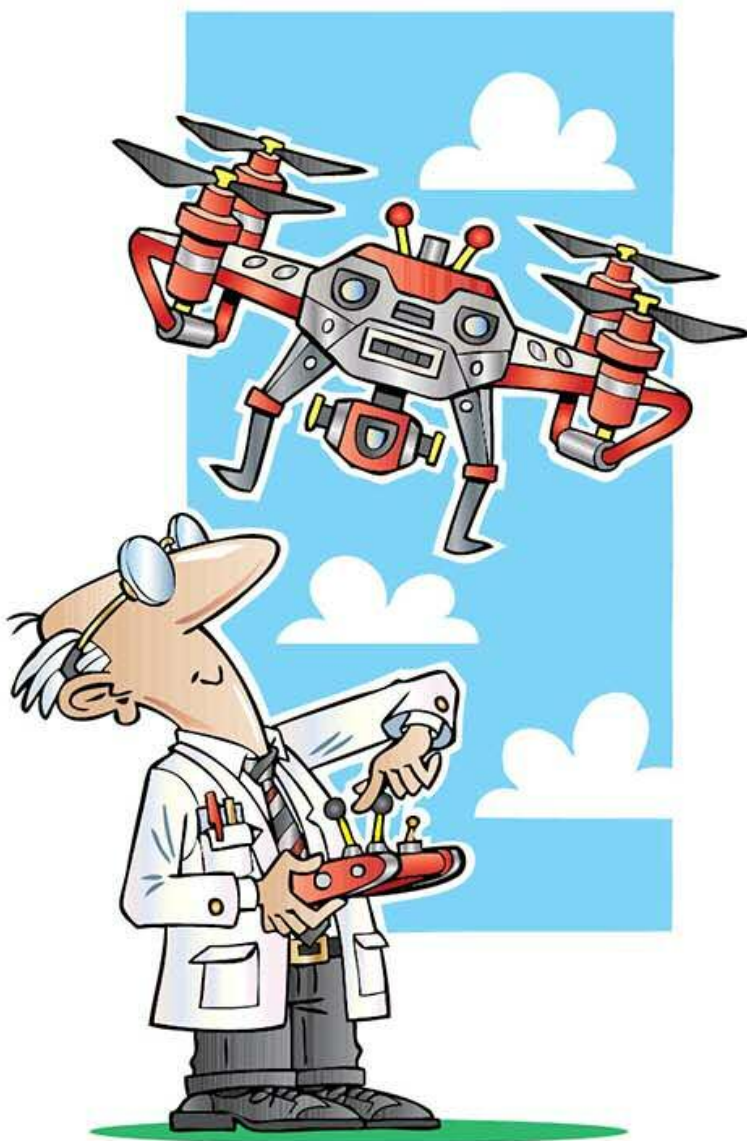
Cyber Monday is November 30

Find web ad and social media support on our website with keywords "cyber Monday" and remember to select the "exact match" filter.



'Tis the season for tech deals!

Use these images for top-selling gifts and gadgets in Black Friday and holiday retail ad promotions.



Want more Christmas content?

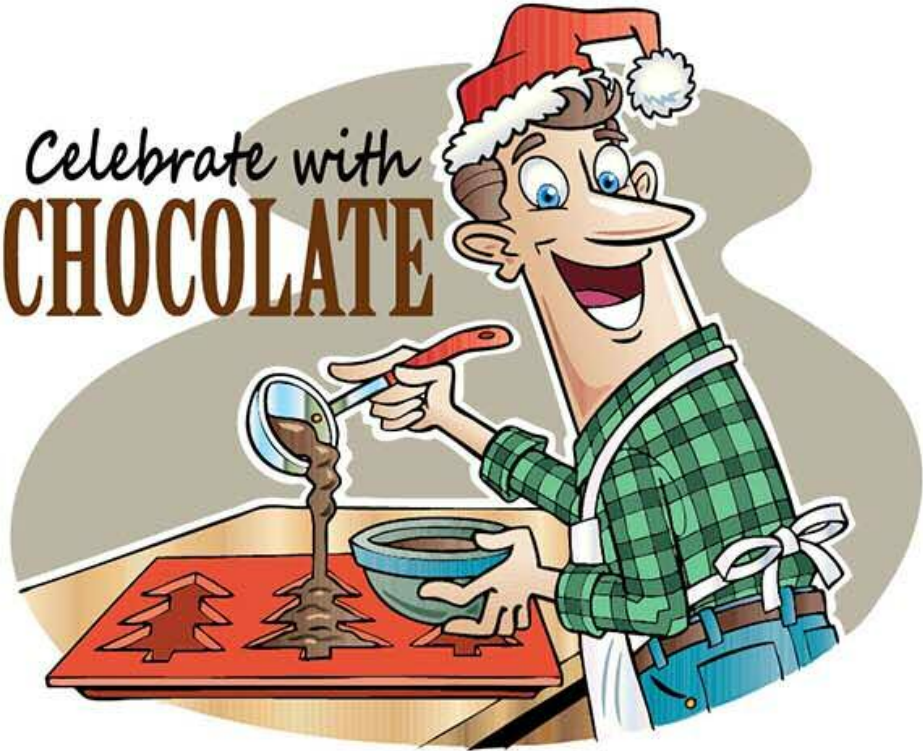
Access more than 10,000 bonus ads and images with Metro's Holiday Advertising Service! Learn more under the Holiday tab along the top of our website.



Idea for advertisers: Host an in-store cookie swap or fundraiser bake sale to drive holiday traffic!



National Candy Day is November 4



Fall back!

Daylight Saving Time ends Sunday, November 1 at 2 a.m. local time.

Fall Back. Coffee Up!

Perk up with daylight saving deals on your favorite seasonal sips all week!

SAVE \$2 OFF
Any Signature Fall Beverage This Week

- Maple Pecan Latte
- Pumpkin Bread Latte
- Caramel Apple Cider Tea
- Cinnamon Bun Latte

Or, Get a Free Size Upgrade on Any Regular Coffee or Hot Cocoa!

Offers good November 00-00, 20XX. List details, terms and conditions here. List details, terms and conditions here.

Coffee Shop
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com



PASS 2 col x 5

Fall Back. Coffee Up!

SAVE \$2 OFF
Any Signature Fall Beverage This Week

[VIEW OUR FALL MENU](#)



Coffee Shop
1234 Washington Street | Somersville Heights

Web Ads

Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50



SAVE \$2 OFF
Coffee This Week
VIEW OUR FALL MENU

Coffee Shop



**Fall Back.
Coffee Up!**

SAVE \$2 OFF
Any Signature Fall Beverage This Week

[VIEW OUR FALL MENU](#)

Coffee Shop
1234 Washington Street
Somerville Heights

Daylight Saving DEALS



Christmas sweaters, outerwear and winter accessories...





Beard care is big, and **Movember**® is an annual charity event to raise awareness for men's health issues. Visit **movember.com** to learn more.



Get your groom on!



America Recycles Day is November 15.



November is Long-Term Care Awareness Month and National Hospice and Palliative Care Month.

Celebrating Our Community's Caregivers

In observance of Long-Term Care Awareness Month this November, we'd like to thank all of the dedicated caregivers throughout our community, and give special recognition to the caregivers of (Name Assisted Living Facility) who go above and beyond to ensure the health, comfort, safety and well-being of our residents. Thank you for your compassion, your commitment, your professionalism and your hard work!



Name Person
Caregiver Title



Name Person
Caregiver Title



Name Person
Caregiver Title



Name Person
Caregiver Title



Name Person
Caregiver Title



Name Person
Caregiver Title



Name Person
Caregiver Title



Name Person
Caregiver Title



Name Person
Caregiver Title



To meet our caring team and learn more about what we offer, scan the code or visit us online today to schedule a tour.
We'd love to welcome you!

Assisted Living Facility

1234 Washington Street | Somersville Heights | 000-000-0000
www.namewebsite.com

Web Ads  
Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

Celebrating Our Community's Caregivers

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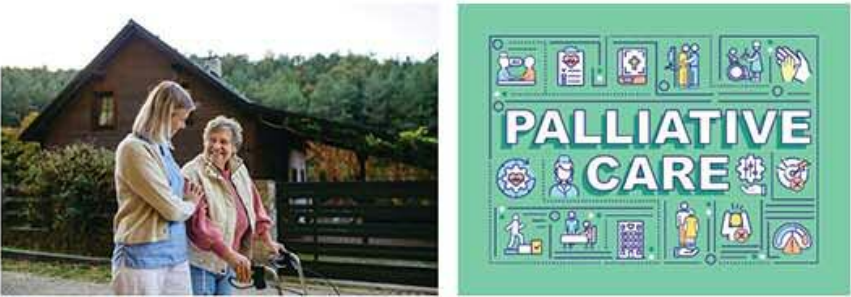
[Schedule a tour](#)

We'd love to welcome you!

Assisted Living Facility

1234 Washington Street | Somersville Heights

PASS 6 col x 10 



Social Media & Email Marketing
Use these ready-to-post JPG designs for Facebook and Instagram; or select the "Marketing: Create an E-Card" Image Filter to personalize and send a formatted e-card to sales prospects using this image, or to create an email promotion for readers.



This template topic was requested by a customer!
To learn more about making content requests, scroll to page 43.

KNOWLEDGE *Saves Lives.*

Know the Facts About Opioids.

Opioid misuse and addiction have created widespread, devastating effects on kids, teens, adults, families and communities around the country for decades. Knowing the risks and using these medications safely can help prevent addiction, overdose and other serious health consequences.

Over **135** Americans die every day from opioid-related overdose.

Misuse of prescription painkillers is a common pathway to opioid addiction.
Source: Centers for Disease Control & Prevention

What are opioids?



Opioids are medications commonly prescribed to relieve pain. They work by reducing the intensity of pain signals sent to the brain. While they can provide effective pain relief, opioids can also be highly addictive and potentially deadly when misused. **Prescription opioids include morphine, oxycodone and hydrocodone.** Heroin is also an opioid.

Know the risks.

Opioid use can cause both short- and long-term effects on the brain and body.

Short-term effects may include:
Nausea and vomiting
Drowsiness
Severe itching
Slowed heart function and breathing
Coma

Long-term opioid use may lead to:
Physical dependency
Decreased liver function
Pneumonia
Abscesses
Heart infection
Collapsed veins

Source: U.S. Department of Justice operationprevention.com

Always use caution.

If you are experiencing chronic pain, talk to your doctor about pain treatment options that do not involve prescription opioids. If you are prescribed opioids, ask your doctor about the risks and benefits, and follow these safety precautions:

- **Take the exact dose prescribed by your doctor for the shortest time needed.**
- Share a full list of your current vitamins, supplements and prescriptions with your doctor before taking a prescribed opioid.
- Never mix opioids with alcohol, sleeping pills or anxiety medications.
- Keep track of the number of pills you use and have left, and take them only as directed.
- Never share your prescription with anyone else.
- Store opioids in their original packaging, in a location where others can't see or reach them.
- Safely dispose of leftover pills through community take-back programs or ask your pharmacist for a disposal kit.

Sources: North Dakota Department of Health and Human Services, American Academy of Family Physicians, U.S. Centers for Disease Control & Prevention

Need help?

If you or someone you know is struggling with opioid use or addiction, SAMHSA's National Helpline at **1-800-662-HELP (4357)** is a free, confidential treatment referral and information service available 24 hours a day, 365 days a year. You can also visit [FindTreatment.gov](https://www.findtreatment.gov) for treatment resources.

NAME SPONSOR

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

PASS 6 col x 10

KNOWLEDGE *Saves Lives.*

Know the Facts About Opioids.

Learn More or Get Help >

Name Sponsor

1234 Washington Street | Somersville Heights

Web Ads

Rectangle 250 x 300
Leaderboard 728 x 90
Mobile Banner 320 x 50

Know the Facts About Opioids.

Learn More or Get Help >

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KNOWLEDGE *Saves Lives.*

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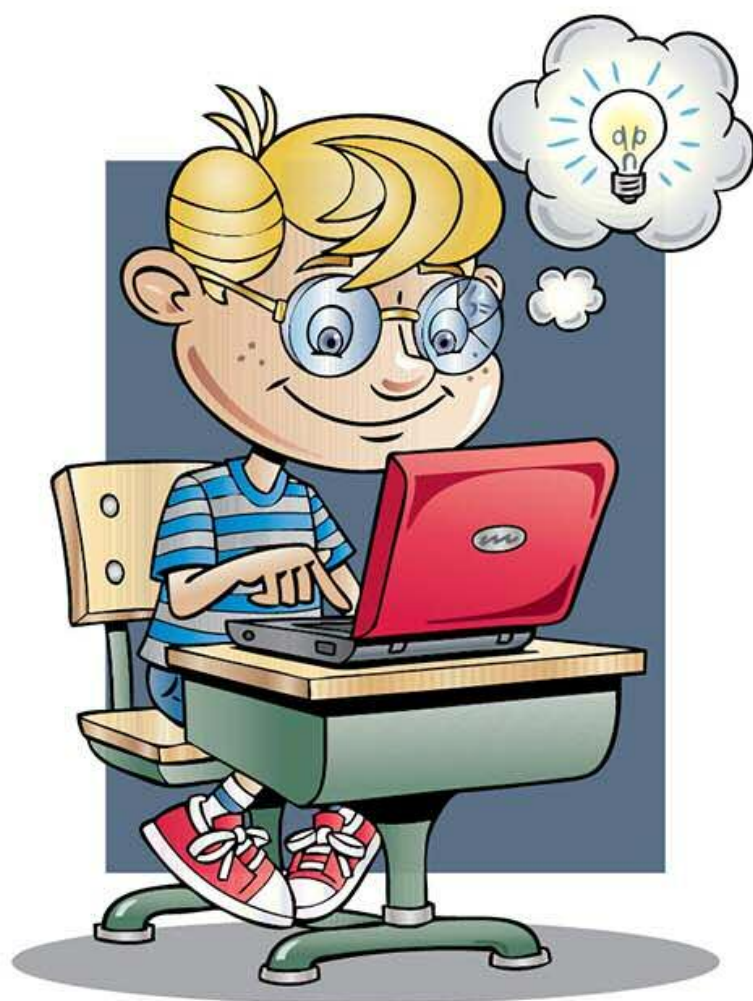
Name Sponsor

1234 Washington Street | Somersville Heights

National Young Readers Week is November 9–13,
encouraging literacy and a love of reading.



American Education Week is **November 16–20**, celebrating public education and everyone who helps students succeed, from teachers to support staff.



National Play Outside Day is celebrated on the **first Saturday of every month!**



National Cook for Your Pets Day is November 1.

Fresh pet food is one of the largest growth segments in the U.S. pet food market, and is expected to continue expanding at a projected 15% to 20% annual rate, according to Packaged Facts data.



In addition to consumers who dine out on Thanksgiving, about 32% to 53% of consumers order holiday food or meal packages to-go from restaurants, and some pick up side dishes or partial meals from restaurants and cook the rest at home, according to Restaurant Dive.



Reserve Now for
THANKSGIVING



Keep these baked good trends in mind for advertisers: gut-friendly sourdough, cross-cultural flavors like matcha and ube, freezable treats and paleo-friendly options.



STAY
Sweet





Happy Thanksgiving

Shopping List

Name Brand
Whole Turkey \$0.00 lb.

Name Brand
Bone-In Ham \$0.00 lb.

Russet Potatoes \$0.00 lb.

Loose Carrots \$0.00 lb.

Sweet Yams \$0.00 lb.

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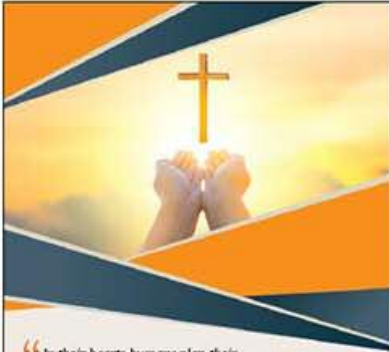
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This is your illustration and copy for for the first week of November.



"In their hearts humans plan their course, but the Lord establishes their steps."
Proverbs 16:9 (NIV)

Peace in Periods of Transition

November serves as a quiet transition between the vibrant autumn harvest and the stillness of winter. As we take in the changing landscape, we are reminded of the subtle beauty found in seasons of shift and the peace they can instill within us. In these moments, God demonstrates His divine patience, seamlessly connecting each passing day to build the natural beauty we enjoy around us. We can draw a vital lesson for our own spiritual walks, where we so easily stray into restlessness and rush through our days toward the next goal. By slowing our steps to match His pace, we learn to trust His perfect timing over our own desire to rush.

—James Stone

PASS 2 col x 7

This is your illustration and copy for for the second week of November.



"Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves."
Philippians 2:3 (NIV)

The Silent Fruits of Service

As we honor the veterans in our lives this month, we are given a powerful reminder of the true nature of selfless service. Without demanding the spotlight, their quiet strength shines through humble sacrifices made on behalf of our country and its freedom. There is a deep spiritual lesson to be drawn from this kind of devotion for our daily lives. While human nature often craves recognition for the good we do, true service finds its ultimate worth in the lasting impact it leaves on others. When we serve faithfully behind the scenes, we reflect the heart of Christ to a world in need of genuine grace.

—James Stone

PASS 2 col x 7

This is your illustration and copy for for the third week of November.



"Let the peace of Christ rule in your hearts, since as members of one body you were called to peace. And be thankful."
Colossians 3:15 (NIV)

A Lasting Thankfulness

Thanksgiving highlights the genuine appreciation we hold for our loved ones and the blessings around us. While we naturally seek to maintain gratefulness, it is easy to fall into the trap of letting that mindset become purely seasonal. We can instead use this holiday as a springboard for sustained gratitude that carries through the rest of the year and displays itself to everyone around us. Keeping that perspective active helps us stay grounded through life's daily routines. When we make appreciation a habit rather than an event, we foster stronger relationships and a far more peaceful home.

—James Stone

PASS 2 col x 7

This is your illustration and copy for for the fourth week of November.



"When anxiety was great within me, your consolation brought me joy."
Psalm 94:19 (NIV)

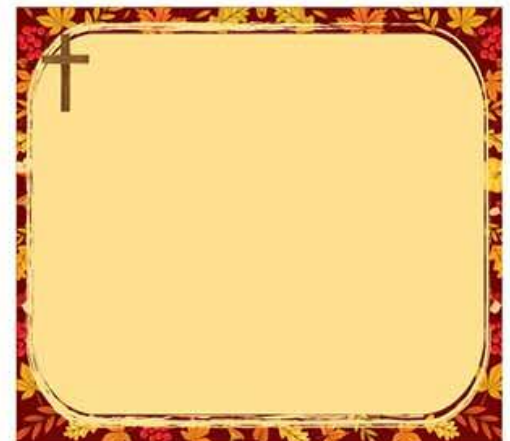
A Stable Presence in Chaotic Times

Perhaps the most common stressor as each holiday season arrives is the strain put on our time and budgets. It is easy to notice the loss of holiday spirit amidst this pressure, but we less often realize that holding onto those worries directly lowers our potential for actual enjoyment. Although we cannot abandon our practical responsibilities, we can choose not to let financial and scheduling demands dominate our thoughts. Setting reasonable expectations gives us the room to step back and focus on what truly matters. In doing so, we clear away the unnecessary noise and make space to fully enjoy the time spent with those we love.

—James Stone

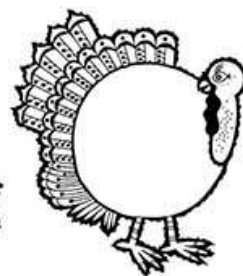
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- guest speakers
- military salute
- prayer service
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Honouring those who gave everything

On Remembrance Day and always, we remember Canada's fallen and the sacrifice they made to protect our country and our way of life. With sincere gratitude and respect, we honour their memories and keep their families in our thoughts and prayers.



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Veterans' Week
November 5-11 🍁🍁🍁🍁

**Indigenous
Veterans Day**
November 8



National Senior Safety Week in Canada is November 6-12.

For more information, visit canadasafetycouncil.org/category/campaigns/senior-safety-week.



Three-Tier Advertising Package Program Brings in \$30,000 Holiday Revenue

A local newspaper's highly successful selling strategy combines traditional print and digital ads with direct mail and special section advertising.



Niagara Gazette
Niagara Falls, New York

CREATE: To revitalize their holiday season revenue strategy, the Niagara Gazette created a holiday package deal that offers local businesses print and digital ads, direct mail marketing, and special section advertising using Metro's turnkey Themed Special Sections. Their three-part package includes a predetermined amount of print and digital newspaper space, which advertisers use at their discretion throughout the season; online-only quarter-, half- or full-page ad spots in four holiday special sections; and direct mail advertising. Publisher Cheryl Phillips explains, "The unique factor is that the Metro sections are 100 percent online. It allowed us to offer a three-tiered package price and coincided with quarter, half and full pages in the special sections. It really is a great program since it checks off all the boxes and we get more of a business's holiday advertising budget because of all the options included."



> Check out the Niagara Gazette Holiday Gift Guide

SELL: The team starts planning their holiday program in late August, reps begin selling the packages by October, and they launch the digital special sections throughout the month of November in advance of the holiday buying season. They typically publish one online section per week, beginning with the first week of November. Phillips notes, "We promote the holiday sections as 'Holiday Headquarters' in print, on our homepage and through social media channels. All of the advertisers have live hyperlinks to redirect to their websites. The digital versions become a destination for readers to digest all the holiday content at their leisure, and it creates an immediate buying opportunity should they click on an ad."

PROFIT: Phillips reports that over the last three years, the publication has averaged about \$30,000 to \$35,000 in revenue each year. She adds, "The Metro sections allow us to use content that is appealing to our readers and create a vehicle to give added exposure and value to our advertisers."

Cheryl Phillips
Publisher, Niagara Gazette
cheryl.phillips@niagara-gazette.com
Niagara Falls, NY
niagara-gazette.com



Did You Know?

Metro's Holiday Advertising Service includes three new turnkey special sections that are ready to publish in print and online, plus access to additional sections from the Holiday archive.

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A collection of Christmas desserts for holiday hosting, giving and enjoying!

Holiday Sweet Spot

Baking is a popular activity come the holiday season. Families may designate entire weekend afternoons to baking holiday goodies, and those efforts are much appreciated by the beneficiaries of all that time spent in the kitchen elbows deep in flour and confectioners' sugar.

Cookies tend to be a go-to holiday treat, particularly in households with young children who want to leave out something homemade for the jolly old elf on Christmas Eve. But there's also plenty of room to expand your horizons during holiday baking sessions with the family. A finished product like these "Toffee Cheesecake Bars" from "Taste of Home Healthy Cooking Cookbook" (RDA Enthusiast Brands) by the Taste of Home/Reader's Digest Kitchens can delight guests and might even compel the man in the red suit to smile even wider come the night before Christmas.



Toffee Cheesecake Bars

Makes 21/2 dozen

- 1 cup all-purpose flour
- 1/2 cup confectioners' sugar
- 1/2 cup baking cocoa
- 1/2 cup cold butter
- 8-ounce package reduced-fat cream cheese
- 14-ounce can sweetened condensed milk
- 2 eggs, lightly beaten
- 1 teaspoon vanilla extract
- 1 1/2 cups milk chocolate English toffee bits, divided

- In a small bowl, combine the flour, confectioners' sugar, cocoa, and baking soda. Cut in butter until mixture resembles coarse crumbs. Press in the bottom of an ungreased 13-inch x 9-inch baking dish. Bake at 350 F for 12 to 15 minutes or until set.
- In a large bowl, beat cream cheese until fluffy. Add the milk, eggs and vanilla; beat until smooth. Stir in 3/4 cup toffee bits. Pour over crust. Bake 18 to 22 minutes longer or until center is almost set.
- Cool on a wire rack for 15 minutes. Sprinkle with remaining toffee bits; cool completely. Cover and refrigerate for 8 hours overnight.

The holiday season wouldn't be the same without the year so unique. Baking is arguably among the most cherished holiday traditions, as many cannot imagine what the month of December might be like without cookies. That's a reality those who love to bake need not confront, and this recipe for "Gingerbread Holiday Cookies" from Lines+Angles ensures holiday celebrants can meet their need for cookies this season.



Gingerbread Holiday Cookies

Makes 36 to 48 cookies

- 1 cup unsalted butter, at room temperature
- 1 1/2 cups dark brown sugar, large eggs
- 1/2 cup molasses
- 7 1/2 cups all-purpose flour, plus extra for work surface
- 1/2 cup ground ginger
- 1/2 cup ground cinnamon
- 1/2 cup ground cloves
- 1/2 cup ground nutmeg
- 1/2 cup baking soda
- 1/2 cup salt

For Royal Icing:

- 4 cups confectioners' sugar, sifted (plus extra if needed)
- 1/2 cup meringue powder
- 1/2 cup pure vanilla extract
- 1/2 cup warm water with 1/4 cup more, if necessary

In Addition:

Food coloring, gel paste preferred

- Using an electric mixer set to low speed, cream together the butter and sugar until thoroughly combined. Add the eggs and molasses and mix until incorporated. Stir together the flour, ginger, cinnamon, cloves, nutmeg, and baking soda. Add the dry ingredients to the batter mixture and mix well.
- Divide dough in half and wrap each portion in plastic wrap and chill in the refrigerator for 1 hour, or until firm.
- Preheat oven to 350 F. Use two cookie sheets with cooling parchment paper.
- Allow dough to sit at room temperature until pliable, about 15 minutes. Roll out dough to 1/8 inch thick at a time and roll out onto a floured

Chocolate Christmas Cupcakes

Makes 12 cupcakes

For the cakes:

- 8 tablespoons butter
- 1/2 cup caster sugar
- 2 eggs, lightly beaten
- 1/2 cup brown sugar
- 1/2 cup flour
- 1/2 cup cocoa powder
- 1/2 cup milk
- 1 cup chocolate chips

For the chocolate icing:

- 1/2 cup heavy cream
- 1 cup chopped plain dark chocolate, 70 percent

To decorate:

- 1 cup icing sugar
- 1/2 cup white sugar
- 1/2 cup green sugar
- 1/2 cup red sugar

1. For the cupcakes: Preheat the oven to 375 F. Place 12 cupcake liners in a muffin tin.
2. Beat the butter in a mixing bowl until light and fluffy. Beat in both sugars and beat until light and fluffy.
3. Beat in the eggs, one at a time until well blended. Stir in the flour, baking powder and cocoa and fold in gently until incorporated. Stir in the milk and chocolate chips.
4. Spoon into the paper cases and bake for 25 minutes until firm to the touch. Leave in the tins for 5 minutes, then turn out on a wire rack to cool completely.
5. For the chocolate topping: Put the cream and chocolate in a pan over a low heat until melted. Stir from the heat and allow to cool and thicken slightly.
6. Spoon onto the cupcakes and leave until almost set.
7. Roll out the white sugar paste on a surface lightly dusted with icing sugar. Cut out shapes to resemble snow and place on the cakes.
8. Roll out the green sugar paste on a surface lightly dusted with icing sugar. Cut out 2 holly leaves for each cake with a holly shaped cutter or card template. Brush lightly with water and attach to the white sugar paste.
9. Roll pieces of red sugar paste into small balls for the "berries" and place on the cakes, as in the photo, attaching with a little water.

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- Merchandise Category
- Merchandise Category
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50% Off

select merchandise Starting Saturday

Retail Store

1234 Washington Street



HOLIDAY HALF-PRICE SALE

50% Off

select merchandise Starting Saturday

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Nutritious snacks kids will love

Medical professionals note the important role parents can play in helping children build healthy relationships with food. That assistance can begin at an early age so kids get the nutrients they need and learn to enjoy healthy, whole foods. Offering children two or three items at snack time helps them feel in charge of their food decisions, and could set them on a path to lifelong health.

Snack time can be particularly tough for parents, as children may resist anything that isn't potato chips or other foods that do not boast a strong nutritional profile. But many snack foods are both flavorful and nutritious, and parents can offer such items when kids get between-meal hunger pangs.



Fun snacks

Pairing creative presentation with healthy foods often encourages children to try new things. Consider these options for snacks that elevate the fun factor.

"Ants on a log": Parents may have come across these tasty snacks as requests from teachers or at preschool snack time. They're essentially celery sticks filled with cream cheese, peanut butter or seed butter, and topped with raisins.

Fruit kabobs: Foods on sticks are easy for young hands to grasp. Using blunt wooden skewers, adults can thread grapes, melon chunks, strawberries, granola bar pieces, and maybe marshmallows. The kabobs can be served with a yogurt dip.

Smoothies: Smoothies are a great option that blend fruits and vegetables into something that may be more palatable to youngsters. Parents can take this snack one step further by freezing the smoothie batter into popsicle molds to create a refreshing dessert.

Quick snacks

Having quick snacks at the ready is essential when hungry kids are around. Children may be more inclined to eat a few smaller meals and snacks than three big meals as they go about their days.

Cheese sticks: Prepackaged, low-fat cheese sticks or cheese slices are a protein-rich snack that kids can help themselves to when they get hungry between meals. Cheese also can be paired with apple slices or whole wheat crackers.

Parfaits: Let children create their own yogurt "sundae" with their favorite ingredients. Have plenty of toppings on hand that can be added to plain or vanilla flavored yogurt, such as berries, bananas, chia seeds, nuts, and granola.

Hummus: Blended chickpeas can be seasoned with an array of flavors to create hummus varieties kids love. Mixing cocoa powder and honey into hummus also makes a great dip. Kids might go nuts with it, too. Kids might also like to dip apple slices in hummus. However, parents can say a nutritious course and offer many healthy and flavorful alternatives to potato chips.

Overbooked kids may be overly stressed, too



Parents often want to give their children every opportunity for success and to prepare them for the future. In a highly competitive world, some parents may be taking their children's involvement in clubs, sports and academic pursuits a little too far, which could be contributing to a growing problem.

Dubbed "tiger parenting" and "concerted cultivation," these parenting models have been trending, typically among middle-class families, from the end goal to secure their children's future and to ensure their children may be hiring all available hours with tutoring, sports, music lessons, volunteer work, and much more. Yet a growing body of research suggests that if all of these active pursuits come at the expense of some free time, children may face developmental and psychological ramifications.

According to an analysis from the American Academy of Pediatrics, free play time for children has declined by 50 percent since the early 1980s. Conversely, time spent in structured sports and academic enrichment has steadily surged. Children who participate in too much may develop "burned out syndrome," a term

coined by developmental psychologist David Elkind. Elkind suggests kids are being pushed to grow up too fast by participating in too many activities. Children who have jam-packed schedules, which may be increasing their psychological concerns. A study published in *Frontiers in Psychology* found children who spend more time in less-structured activities are better positioned to set and reach goals independently. Those who are highly structured, however, often have difficulty managing their own time and solving problems without adult assistance.

The pressure to perform and get good grades is the leading cause of stress among teens, according to the Pew Research Center. Sixty-one percent of students report feeling pressure to perform at school. When identity is tied solely to their participation in organized activities, the pressure to perform to develop resilience and handle failure.

Solution Health reports that a 2024 data analysis found that the number of extracurricular activities a child participated in and their mental health. Researchers found that kids who spend more time in extracurricular activities are more likely to struggle with anxiety, depression and worry than their peers with fewer such commitments.

Having to run from one activity to the next, and sacrificing meals and sleep to fit it all in, takes its toll on children's health. When it comes to the activities that children participate in, and leaving time for free moments. The threshold of overscheduling varies by child, and parents should watch for signs of burnout.

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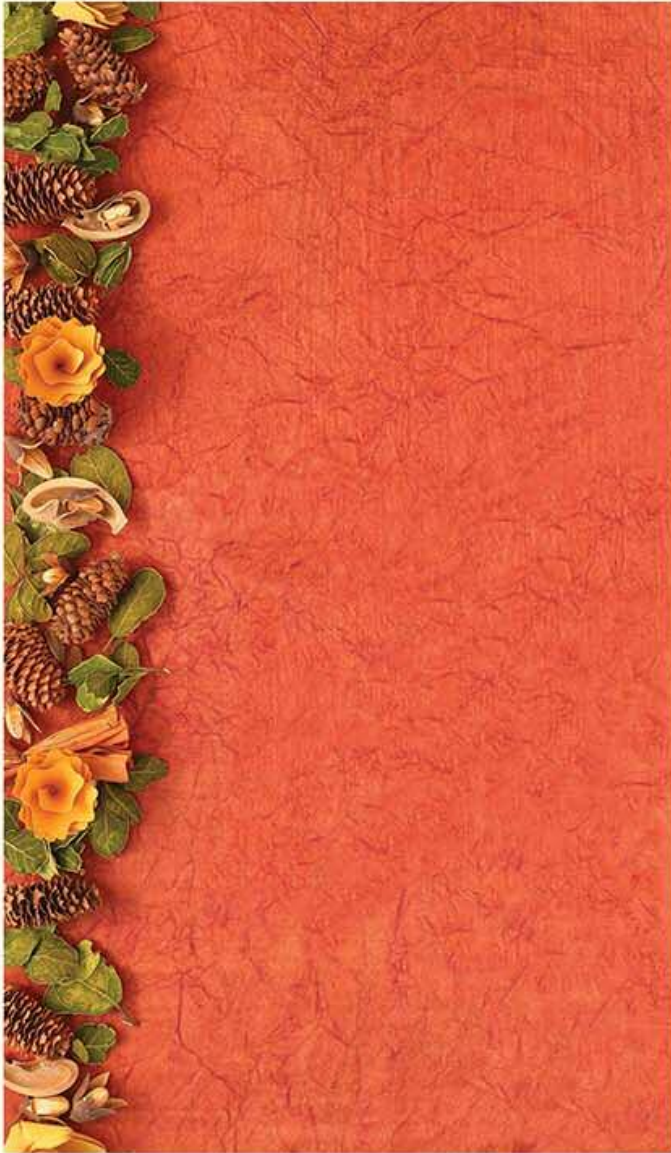
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