

METRO®

Strategic Special Section Program Planning *for 2023*



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Themed Special Sections (TSS)

- What are Themed Special Sections
- TSS Survey Results
- The 2023 TSS Schedule
- Anatomy of a TSS
- What's New for 2023
- Localize & Sell
- TSS Success Stories & Ideas
- Where to Access TSS Content
- Q&A

METRO®

Themed Special Sections (TSS)

- Fully templated and editable 12 or 20 page themed special sections (InDesign & Quark documents)
- 100% unbranded article content (average of 8 - 15 articles per section)
- Designed with ready-to-sell ad spots in place
- Copyright-free features to “localize” any way you like
- Promotional ad materials to market your special section
- Coordinated online themed websites & directories
- Purchase by subscription for unlimited section access or a la carte



TSS Survey Results



First Responder's Coloring Book Cutest Baby
Victor's Guide
FOOTBALL **WEDDINGS** LGBTQ
Business Spotlight **HOME** GRADUATION Fire Safety
HEALTH Livestock Review **FARM & RANCH** Nursing Week
Reader's Choice Cyber Security for Seniors Volunteer
Worship **Recipes** Financial Outlook
Women in Business Country Fairs

37
TITLES!

24 full TSS
13 mini sections

To accommodate all of the topics that might not fill out an entire 20 page section we're introducing the mini section! 12-page templates for hot topics.

METRO
2023 SCHEDULE
Themed Special Sections (TSS)

Expand your print and digital ad sales with an easy-to-use, coordinated sections program!

- 100% unbranded article content
- Designed with ready-to-sell ad spots in place
- Copyright-free features to "localize" any way you like
- Purchase by subscription for unlimited section access or a la carte

*
All 2023 TSSs are available in TWO SIZES:

- Tab: 10.5" x 11.25"
- Magazine: 8.25" x 10.75"

Sell earlier! →
Check the "available" date for each title: This is when each full section will be ready to download.

Introducing the mini section →
12-page templates for fresh hot topics

Add on
Coordinated Online Themed Websites & Directories available for every section!



\$ **LOWEST PER-SECTION STARTING RATE** in the business!



1st QUARTER

- Weddings**
available Nov. 7, 2022
- Health & Medical Guide**
available Nov. 21, 2022
- In the Classroom (mini)**
available Nov. 21, 2022
- Spring Home & Garden**
available Dec. 5, 2022
- Senior Lifestyles**
available June 5, 2023
- Be My Valentine (mini)**
available Dec. 20, 2022
- DRIVE Into Spring**
available Jan. 5, 2023
- Modern Agriculture**
available Jan. 20, 2023
- Local Fix It (mini)**
available Jan. 20, 2023

2nd QUARTER

- Curb Appeal**
available Feb. 6, 2023
- Paws & Claws**
available Feb. 20, 2023
- Easter (mini)**
available Feb. 20, 2023
- Graduation (mini)**
available Feb. 20, 2023
- Celebrating Nurses**
available March 6, 2023
- Women Today**
available March 20, 2023
- Active Seniors (mini)**
available March 20, 2023
- Summer Living**
available April 5, 2023
- Cancer Awareness & Prevention**
available April 20, 2023
- Get the Job (mini)**
available April 20, 2023

3rd QUARTER

- Fitness & Nutrition**
available May 5, 2023
- Tie the Knot**
available May 20, 2023
- Fun & Games**
available May 20th, 2023
- Fall Home**
available June 5, 2023
- School Year**
available June 20, 2023
- Pet Health (mini)**
available June 20, 2023
- Holiday Gift Guide**
available July 5, 2023
- Drive & Ride**
available July 20, 2023
- Shop Local (mini)**
available July 20, 2023

4th QUARTER

- Holiday Lifestyle**
available Aug. 4, 2023
- Think Pink**
available Aug. 21, 2023
- Halloween (mini)**
available Aug. 21, 2023
- Dine Out**
available Sept. 5, 2023
- Home Interiors**
available Sept. 20, 2023
- Holiday Recipes (mini)**
available Sept. 20, 2023
- Money Matters**
available Oct. 5, 2023
- Organizing Your Home (mini)**
available Oct. 20, 2023
- Holiday Hosting (mini)**
available Oct. 20, 2023

CALL 800-223-1600 or
EMAIL service@metro-email.com
TO GET STARTED TODAY!

METRO **2023 Themed Special Sections (TSS)**

1st QUARTER

Weddings
available Feb. 6, 2023
As the calendar turns to a new year, engaged couples ramp up their wedding planning. Weddings has everything couples need to maximize the time they have left to plan the perfect wedding as they get closer to saying, "I Do."

Health & Medical Guide
available Nov. 21, 2022
Millions of people begin the new year looking to turn over a new leaf in regard to their overall health. Features focusing on healthy living make Metro's Health & Medical Guide a go-to resource editors and advertisers won't want to miss.

In the Classroom (mini)
available Nov. 21, 2022
A new calendar year marks the start of a new semester in many schools and universities. In the Classroom is the section students, educators and parents need as they refocus their efforts to make the school year a success.

Spring Home & Garden
available Dec. 5, 2022
Homeowners know that the first signs of spring also mark the return of renovation season. Editors and advertisers can utilize Spring Home & Garden to reach readers itching to remodel their homes and get their hands dirty in the yard.

Senior Lifestyles
available Dec. 20, 2022
Modern seniors are a diverse group. With features on fitness and nutrition, activities, finance, and more, Senior Lifestyles is tailor-made for older readers and the many businesses looking to help them make the most of their golden years.

Be My Valentine (mini)
available Dec. 20, 2022
Few holidays are as lucrative for retailers and small businesses as Valentine's Day. Be My Valentine is the perfect conduit to connect readers with the many businesses that can help them make this Valentine's Day one to remember.

DRIVE Into Spring
available Jan. 5, 2023
The great outdoors beckons each spring, and millions of people take to the open road to answer that call. DRIVE Into Spring is the ideal resource for automotive retailers who want to connect with drivers as the busy spring driving season begins.

Modern Agriculture
available Jan. 20, 2023
The agricultural sector is ever-changing. Modern Agriculture shines a light on the challenges facing today's farmers and the many innovations that are helping them overcome those obstacles.

Local Fix It (mini)
available Jan. 20, 2023
Reliable contractors are a homeowner's best friend. With a handful of renovation-focused features, Local Fix It is the ideal way for local contractors to showcase their businesses and connect with homeowners looking to improve their properties.

Get the Job (mini)
available April 20, 2023
Whether it's a newly minted college grad looking to get a foot in the door or a seasoned professional hoping to make a career move, everyone can use a little help when looking for a new job. Get the Job is a go-to resource that can help people at various stages of their professional lives find the opportunity they're looking for.

2nd QUARTER

Curb Appeal
available Feb. 20, 2023
Real estate professionals know there's significant value in curb appeal. Covering a range of topics designed to help homeowners make their homes the envy of their neighbors, Curb Appeal provides ample tie-in opportunities for local contractors who specialize in transforming home exteriors.

Paws & Claws
available Feb. 20, 2023
Pets are beloved members of the family. Paws & Claws is a go-to resource for devoted pet owners and the many businesses who can help them ensure their four-legged friends have everything they need to be happy and healthy.

Easter (mini)
available Feb. 20, 2023
Easter is a festive time for the faithful. This special section is an invaluable resource to the many local businesses who help celebrants make Easter even more special.

Graduation
available Feb. 20, 2023
Graduation season is a lucrative time of year for local businesses. Graduation provides a great opportunity for business owners to address every part of the home, making it an invaluable means for local contractors to connect with homeowners hoping to improve their properties.

Celebrating Nurses
available March 6, 2023
Nurses are the unsung heroes of the medical community. Celebrating Nurses is a vital community resource that highlights the many hats worn by modern nurses.

Women Today
available March 20, 2023
Modern women wear many hats. With features focusing on career, family, finances, health, and more, Women Today presents a great opportunity for advertisers across various sectors to connect with a diverse and driven consumer base.

Active Seniors (mini)
available March 20, 2023
The days of seniors sitting idly by are a thing of the past. Active Seniors shines a light on the many ways modern seniors get up and go, making this an invaluable resource for local businesses who want to connect with this influential demographic.

Summer Living
available April 5, 2023
The vibe is undeniably different in summer. Summer Living is designed to facilitate connections between readers and local advertisers so both can make the most of this relaxing and potentially lucrative time of year.

Cancer Awareness & Prevention
available April 20, 2023
People from all walks of life are affected by cancer every day. Cancer Awareness & Prevention is an invaluable resource for editors and local advertisers who want to educate readers about this deadly yet often preventable disease.

Get the Job (mini)
available April 20, 2023
Whether it's a newly minted college grad looking to get a foot in the door or a seasoned professional hoping to make a career move, everyone can use a little help when looking for a new job. Get the Job is a go-to resource that can help people at various stages of their professional lives find the opportunity they're looking for.

3rd QUARTER

Fitness & Nutrition
available May 5, 2023
Diet and exercise are the foundations of healthy living. Fitness & Nutrition provides a great opportunity for local businesses to showcase how their services can help readers utilize these two pillars of preventive care to create healthier versions of themselves.

Tie the Knot
available May 20, 2023
Wedding season is a lucrative time of year for a range of local businesses. With features focusing on floral arrangements, reception venues, transportation services and more, Tie the Knot is a valuable resource for vendors who can help couples ensure their special day goes off without a hitch.

Fun & Games
available May 20th, 2023
Puzzles and games are as popular as ever. Fun & Games makes it easy for local businesses to capitalize on that popularity and reach a diverse range of consumers.

Fall Home
available June 5, 2023
The home renovation sector is big business. Fall Home offers tips on home projects that address every part of the home, making it an invaluable means for local contractors to connect with homeowners hoping to improve their properties.

School Year
available June 20, 2023
Students, parents and educators know how important it is to start a new school year off on the right foot. With features focusing on everything from study tips to balancing academics and extracurriculars and more, School Year has all students need to start strong this fall.

Pet Health (mini)
available June 20, 2023
The health of our furry friends is of paramount importance. Pet Health is a great opportunity for local businesses to advertise their services to pet owners who recognize the importance role that fitness and nutrition play in the lives of pets.

Holiday Gift Guide
available July 5, 2023
The holiday season is the busiest, most lucrative time of year for retailers. Holiday Gift Guide is loaded with gift ideas for people from all walks of life, making it an ideal tie-in opportunity for an equally diverse array of local businesses.

Drive & Ride
available July 20, 2023
Stunning foliage beckons millions of drivers to take to the highways each fall. Drive & Ride is tailor-made for readers who can't resist the call of the open road and the many local advertisers who can ensure their road trips are safe and memorable.

Shop Local (mini)
available July 20, 2023
Small businesses are the backbone of thriving local economies. Shop Local is the ideal way for local business owners to connect with readers looking for ways to support their communities special.

Holiday Hosting (mini)
available Oct. 20, 2023
Holiday gatherings are back in full swing. Holiday Hosting is designed for readers who will be welcoming their loved ones with open arms between Thanksgiving and New Year's Day.

4th QUARTER

Holiday Lifestyle
available Aug. 4, 2023
The holiday season is a special time of year. Loaded with features focusing on decor, celebrations, and more, Holiday Lifestyle is a unique opportunity for local businesses to highlight the many ways that they can help readers and their families make this holiday season even more special.

Think Pink
available Aug. 21, 2023
Great progress has been made in the fight against breast cancer in recent decades. Think Pink shines a light on that progress and focuses on the many things women can do to reduce their risk for the disease and overcome a diagnosis.

Halloween (mini)
available Sept. 5, 2023
Halloween might be scary for youngsters, but it's especially lucrative for retailers. Halloween focuses on fun and safety, all the while providing ample opportunities for local businesses to cash in on this wildly popular holiday.

Dine Out
available Sept. 5, 2023
People are passionate about the foods they eat. Offering tips on home cooking as well as dining out, Dine Out is the perfect opportunity for local businesses in the food and beverage sector to make their presence known to readers who can't wait to sit down for their next delicious meal.

Home Interiors
available Sept. 20, 2023
Few things can give a home a fresh feel more effectively than some adjustments to its interior. Home Interiors is the perfect place for a range of local businesses to advertise how they can help homeowners transform any room in the house.

Holiday Recipes (mini)
available Sept. 20, 2023
The kitchen is a hectic place in many homes come the holiday season. This collection of holiday recipes can inspire home cooks to serve up something special during family dinners and holiday parties.

Money Matters
available Oct. 5, 2023
Effective money management is a key to long-term financial success. Money Matters covers a range of topics, from budgeting tips to retirement planning and more, making it an ideal opportunity for local finance professionals to connect with readers looking to secure their financial futures.

Organizing Your Home (mini)
available Oct. 20, 2023
As the hectic holiday season draws to a close, homeowners may need a little help getting their homes back in order. Organizing Your Home is an invaluable resource for local businesses who can help readers looking to regain control of the places they call home.

Holiday Hosting (mini)
available Oct. 20, 2023
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1st QUARTER

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available Dec. 20, 2022

DRIVE Into Spring

available Jan. 5, 2023

Modern Agriculture

available Jan. 20, 2023

Local Fix It (mini)

available Jan. 20, 2023



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Paws & Claws

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Easter (mini)

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Get the Job (mini)

available April 20, 2023

3rd QUARTER

Fitness & Nutrition

available May 5, 2023

Tie the Knot

available May 20, 2023

Fun & Games

available May 20th, 2023

Fall Home

available June 5, 2023

School Year

available June 20, 2023

Pet Health (mini)

available June 20, 2023

Holiday Gift Guide

available July 5, 2023

Drive & Ride

available July 20, 2023

Shop Local (mini)

available July 20, 2023

4th QUARTER

Holiday Lifestyle

available Aug. 4, 2023

Think Pink

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Halloween (mini)

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Dine Out

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Home Interiors

available Sept. 20, 2023

Holiday Recipes (mini)

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available Oct. 5, 2023

Organizing Your Home (mini)

available Oct. 20, 2023

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Modern Agriculture

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Local Fix It (mini)

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2 Bridal Themes

2nd QUARTER

Curb Appeal

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Paws & Claws

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Easter (mini)

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available June 5, 2023

School Year

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Pet Health (mini)

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Holiday Gift Guide

available July 5, 2023

Drive & Ride

available July 20, 2023

Shop Local (mini)

available July 20, 2023

4th QUARTER

Holiday Lifestyle

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Halloween (mini)

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available Jan. 20, 2023

5 Health & Medical Themes

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Shop Local (mini)

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4th QUARTER

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2 School Themes

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6 Home Themes

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2 Senior Themes

2nd QUARTER

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2 Pet Themes

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Holiday Focused Themes

2nd QUARTER

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available March 6, 2023

Women Today

available March 20, 2023

Active Seniors (mini)

available March 20, 2023

Summer Living

available April 5, 2023

Cancer Awareness & Prevention

available April 20, 2023

Get the Job (mini)

available April 20, 2023

3rd QUARTER

Fitness & Nutrition

available May 5, 2023

Tie the Knot

available May 20, 2023

Fun & Games

available May 20th, 2023

Fall Home

available June 5, 2023

School Year

available June 20, 2023

Pet Health (mini)

available June 20, 2023

Holiday Gift Guide

available July 5, 2023

Drive & Ride

available July 20, 2023

Shop Local (mini)

available July 20, 2023

4th QUARTER

Holiday Lifestyle

available Aug. 4, 2023

Think Pink

available Aug. 21, 2023

Halloween (mini)

available Aug. 21, 2023

Dine Out

available Sept. 5, 2023

Home Interiors

available Sept. 20, 2023

Holiday Recipes (mini)

available Sept. 20, 2023

Money Matters

available Oct. 5, 2023

Organizing Your Home (mini)

available Oct. 20, 2023

Holiday Hosting (mini)

available Oct. 20, 2023

1st QUARTER

Weddings

available Nov. 7, 2022

Health & Medical Guide

available Nov. 21, 2022

In the Classroom (mini)

available Nov. 21, 2022

Spring Home & Garden

available Dec. 5, 2022

Senior Lifestyles

available Dec. 20, 2022

Be My Valentine (mini)

available Dec. 20, 2022

DRIVE Into Spring

available Jan. 5, 2023

Modern Agriculture

available Jan. 20, 2023

Local Fix It (mini)

available Jan. 20, 2023

Christmas/Holiday Focused Themes

2nd QUARTER

Curb Appeal

available Feb. 6, 2023

Paws & Claws

available Feb. 20, 2023

Easter (mini)

available Feb. 20, 2023

Graduation (mini)

available Feb. 20, 2023

Celebrating Nurses

available March 6, 2023

Women Today

available March 20, 2023

Active Seniors (mini)

available March 20, 2023

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available April 5, 2023

Cancer Awareness & Prevention

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Fitness & Nutrition

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Pet Health (mini)

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Holiday Gift Guide

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Drive & Ride

available July 20, 2023

Shop Local (mini)

available July 20, 2023

4th QUARTER

Holiday Lifestyle

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Think Pink

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Halloween (mini)

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Money Matters

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Holiday Hosting (mini)

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Weddings

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Senior Lifestyles

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Be My Valentine (mini)

available Dec. 20, 2022

DRIVE Into Spring

available Jan. 5, 2023

Modern Agriculture

available Jan. 20, 2023

Local Fix It (mini)

available Jan. 20, 2023

Local Focused Themes

2nd QUARTER

Curb Appeal

available Feb. 6, 2023

Paws & Claws

available Feb. 20, 2023

Easter (mini)

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available Sept. 20, 2023

Money Matters

available Oct. 5, 2023

Organizing Your Home (mini)

available Oct. 20, 2023

Holiday Hosting (mini)

available Oct. 20, 2023

Anatomy of a Themed Special Section

Tabloid-Sized Full 20-page TSS

20 PAGES

1 Cover

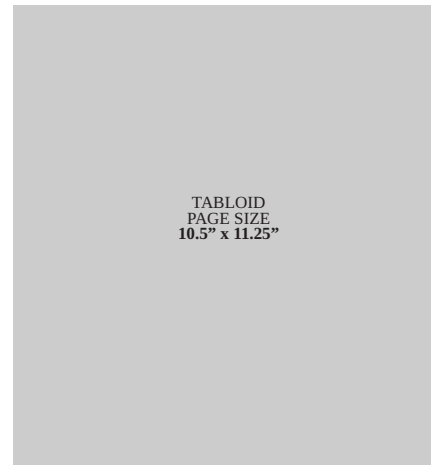
9 Pages of ad space

10 Pages of editorial

30 ad spaces (various sizes)

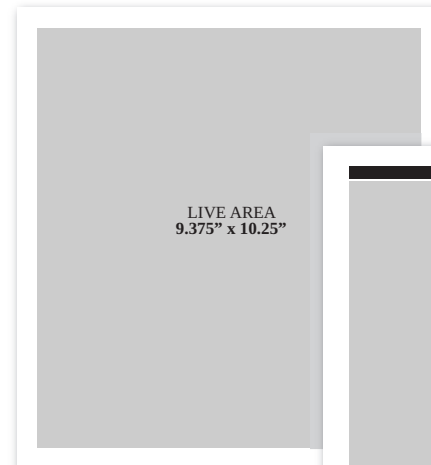
13-15 articles

45/55 ADS/CONTENT

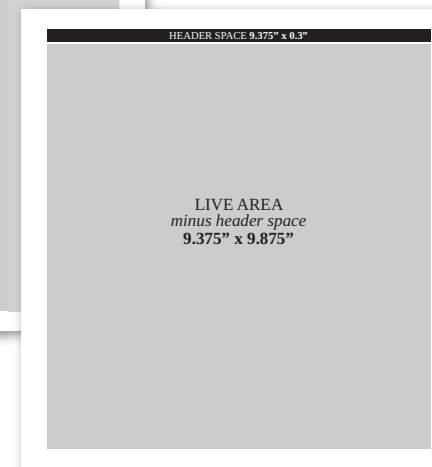


PAGE SIZE 10.5" x 11.25"

LIVE AREA 9.375" x 10.25" • HEADER 9.375" x 0.3"



Add Newspaper Name and Date



Anatomy of a Themed Special Section

Tabloid-Sized Full 20-page TSS

IN EVERY SECTION

- Cover
- Table of Contents
- Ready-to-Sell Ad Spaces
- Multi-Advertiser Directory
- "Did You Know?" branded article
- Directory of Advertisers
- Back Page Ad Space



Weddings

- 4 Why a wedding planner can be a couple's best asset
- 5 Fun ways to utilize social media in your wedding
- 6 Explore various wedding styles during planning
- 7 4 tips for finding the right wedding venue
- 8 Unique locations to host a wedding
- 9 How to give weddings a modern touch
- 10 Did you know? - Multicultural weddings
- 11 Navigating an interfaith wedding
- 12 Questions to ask prospective wedding officiants
- 13 The rise of the microwedding
- 14 How to take the hectic out of your wedding day
- 15 Your wedding timeline guide
- 16 Timeline tips: Factors to consider when planning your wedding day timeline
- 17 Picture perfect wedding day photography tips
- 18 Wedding day tipping guidelines
- 19 Directory of Advertisers & Sponsors



1.7%
of U.S. consumers
will shop at a **Bridal Store**.
That's **\$3,315,000***
in annual spending!

BRIDAL STORE
Advertiser Here

"How much of that revenue is in your advertising area?"

Sell more for every section with the
Pulse + Metro Special Sections Sales Tool.

Email service@metro-email.com now to get started.
If you are already an AdSeller client, go to:
https://app.pulseresearch.com/a/focus/prospects/buying_power

TSS Tab Size ads:
 Full = 9.375 x 9.875
 Half horizontal = 9.375 x 4.85
 Half vertical = 4.85 x 9.875
 Quarter = 4.6 x 4.85
 Eighth = 4.6 x 2.35

All ads spaces will have advertiser suggestions based on the article they are shown next to.

Our full page ad spaces will also have stats listed!


Anatomy of a Themed Special Section

Tabloid-Sized Full 20-page TSS

IN EVERY SECTION

- Cover
- Table of Contents
- Ready-to-sell Ad Spaces
- **NEW** Multi-Advertiser Directory
- **NEW** "Did You Know?" branded article
- Directory of Advertisers
- Back Page Ad Space


4 Weddings
Weddings 5



Wedding PLANNER

- VENUE
- CATERER
- PHOTOGRAPHER
- DJ
- OFFICIANT
- HOTEL
- FLORIST
- INVITATIONS
- PHOTO BOOTH
- TRANSPORTATION
- DRESS SHOP
- SUIT SHOP
- SALON
- FAVORS

ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE
ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE
ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE
ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE
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ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE
ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE
ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE	ADVERTISE HERE



Did You Know?

Getting engaged is an exciting moment in the lives of a couple. One might think that excitement would lead to couples hurrying their way down the aisle to tie the knot, but studies have shown that couples spend a significant amount of time between getting engaged and saying, "I do." According to The Knot 2021 Real Weddings Study, the average engagement length among couples in the United States is 16 months. Though these figures are likely affected by the COVID-19 pandemic, which undoubtedly contributed to longer engagements as couples waited to get married until large gatherings were deemed safe, it's worth noting that lengthy engagements are not specifically a COVID-related phenomenon. In fact, The Knot reports that the average length of engagement in 2019 was 14 months. Taking more time to get to know one another also seems to be a popular approach among modern couples, as The Knot Jewelry and Engagement Study found that three-quarters of all couples who wed in 2021 had dated for two or more years prior to getting engaged.

According to The Knot 2021 Real Weddings Study, the average engagement length among couples in the United States is 16 months.

ADVERTISE
HERE

ADVERTISE
HERE

ADVERTISE
HERE

ADVERTISE
HERE

ADVERTISE
HERE

ADVERTISE
HERE

PHOTOGRAPHER
Advertiser Here

JEWELER
Advertiser Here

Anatomy of a Themed Special Section

Tabloid-Sized Full 20-page TSS

IN EVERY SECTION

- Cover
- Table of Contents
- Ready-to-sell Ad Spaces
- Multi-Advertiser Directory
- "Did You Know?" branded article
- Directory of Advertisers
- Back Page Ad Space

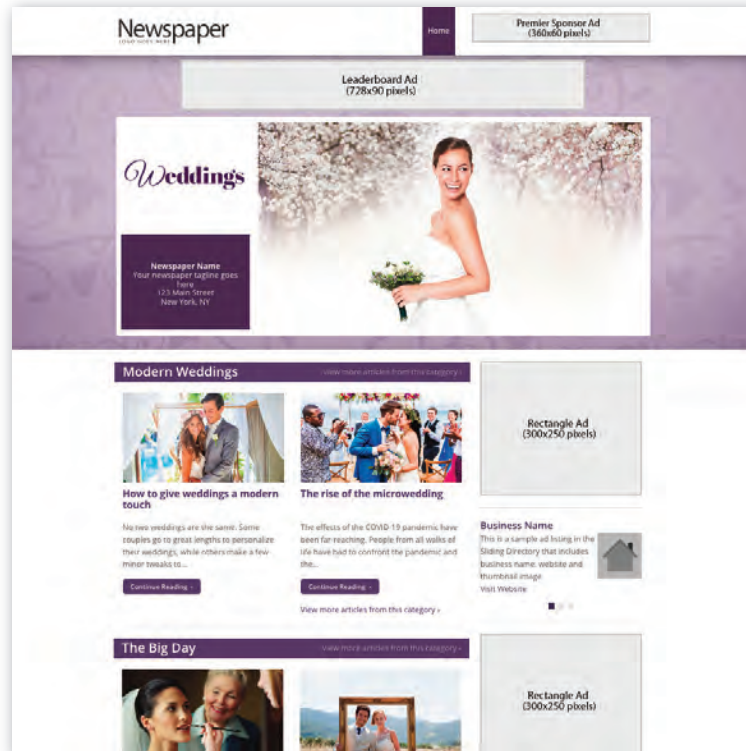


Anatomy of a Themed Special Section

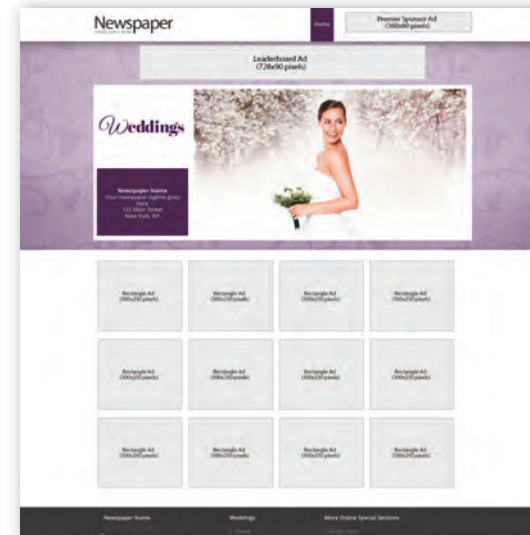
Digital Component

Available for
**EVERY
SECTION**

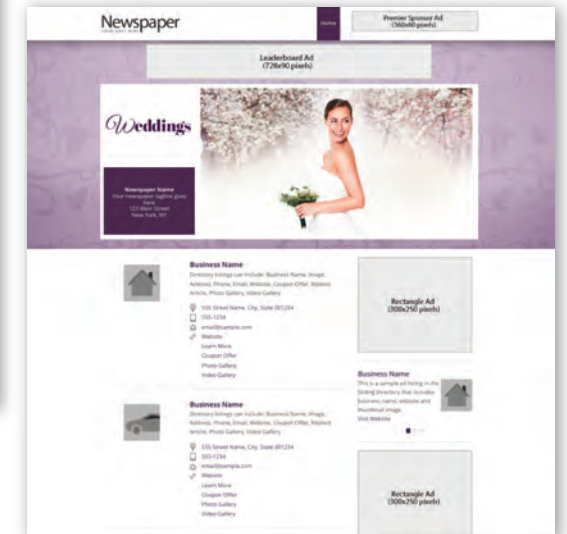
- Themed Website
- Themed Directory



Themed Website



Themed Ad Directory



Themed Directory

What's New 2023 Themed Special Sections (TSS)

- 13 mini sections
- Magazine sized TSSs
- Fonts
- Alternate covers
- Graphic headers
- "Did you know?" column
- Multi-advertiser directory layout
- Additional promotional ads

13 mini sections 12-page templates for hot topics including 6-8 articles per section

1st QUARTER

Brides

available Nov. 7, 2022

Health & Medical Guide

available Nov. 21, 2022

In the Classroom (mini)

available Nov. 21, 2022

Spring Home & Garden

available Dec. 5, 2022

Senior Lifestyles

available Dec. 20, 2022

Be My Valentine (mini)

available Dec. 20, 2022

DRIVE Into Spring

available Jan. 5, 2023

Modern Agriculture

available Jan. 20, 2023

Local Fix It (mini)

available Jan. 20, 2023

2nd QUARTER

Curb Appeal

available Feb. 6, 2023

Paws & Claws

available Feb. 20, 2023

Easter (mini)

available Feb. 20, 2023

Graduation (mini)

available Feb. 20, 2023

Celebrating Nurses

available March 6, 2023

Women Today

available March 20, 2023

Active Seniors (mini)

available March 20, 2023

Summer Living

available April 5, 2023

**Cancer Awareness
& Prevention**

available April 20, 2023

Get the Job (mini)

available April 20, 2023

3rd QUARTER

Fitness & Nutrition

available May 5, 2023

Tie the Knot

available May 20, 2023

Fun & Games

available May 20th, 2023

Fall Home

available June 5, 2023

School Year

available June 20, 2023

Pet Health (mini)

available June 20, 2023

Holiday Gift Guide

available July 5, 2023

Drive & Ride

available July 20, 2023

Shop Local (mini)

available July 20, 2023

4th QUARTER

Holiday Lifestyle

available Aug. 4, 2023

Think Pink

available Aug. 21, 2023

Halloween (mini)

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available Sept. 5, 2023

Home Interiors

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Holiday Recipes (mini)

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Money Matters

available Oct. 5, 2023

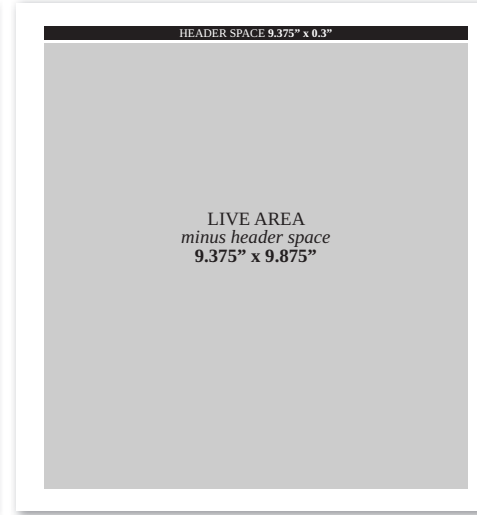
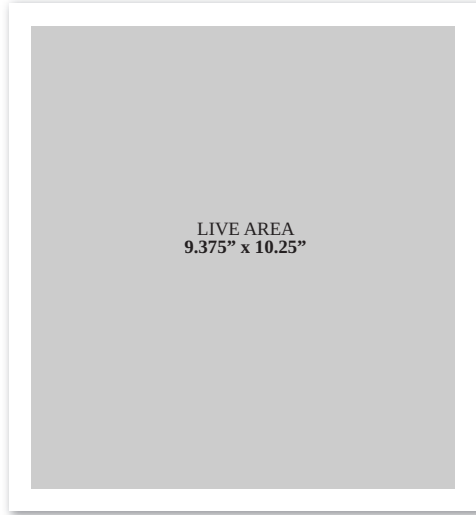
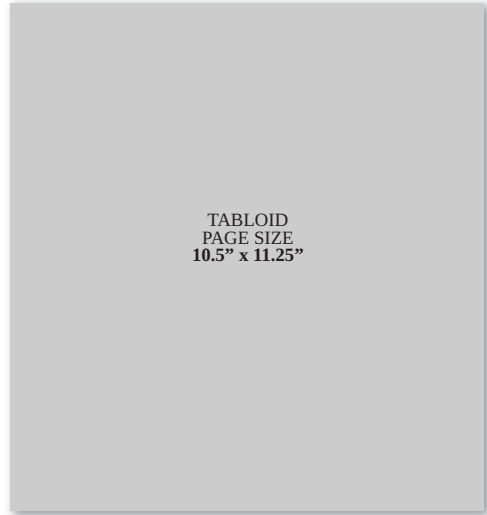
Organizing Your Home (mini)

available Oct. 20, 2023

Holiday Hosting (mini)

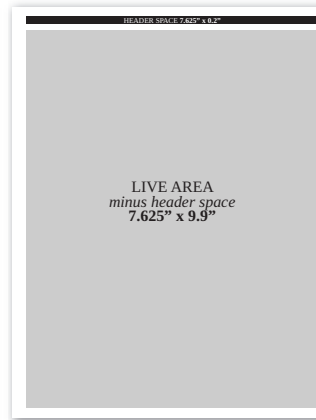
available Oct. 20, 2023

All 2023 titles will be available in tab size and magazine size!



Tabloid TSS
Page Size

Magazine TSS
Page Size



TSS Tab Size ads:

Full = 9.375 x 9.875
Half horizontal = 9.375 x 4.85
Half vertical = 4.6 x 9.875
Quarter = 4.6 x 4.85
Eighth = 4.6 x 2.35

TSS Magazine Size ads:

Full = 7.625 x 9.85
Half horizontal = 7.625 x 4.85
Half vertical = 3.75 x 9.85
Quarter = 3.75 x 4.85
Eighth = 3.75 x 2.25

Using Google Free Fonts!

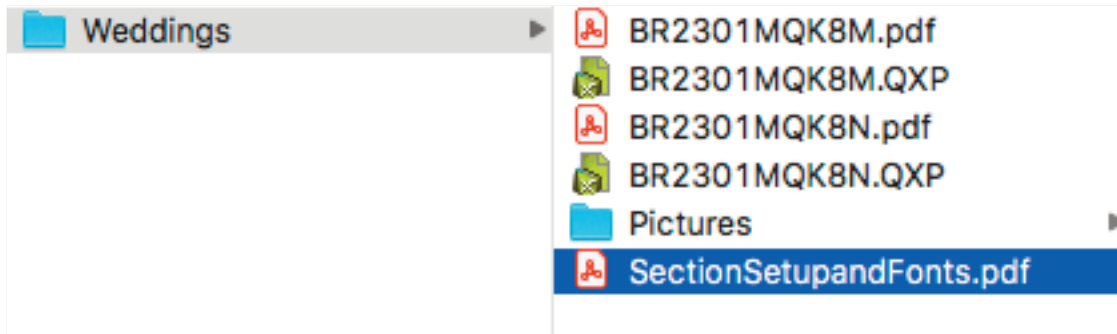
Google Free Fonts: <https://fonts.google.com/>

Google's open source fonts are free to download for personal and commercial use.

In your TSS download package you will see a "SectionSetupandFonts" pdf.

This document will have links to all the Google fonts used in the section.

As well as other valuable information on setting up your TSS.



Each TSS will use 2 or 3 Google fonts.

Two fonts will be used for the **Title**, *Subheads* and **Headlines**.

One **body copy font**: Tinos Regular will be used for body copy in all 2023 TSSs.



Thank you for purchasing this Themed Special Section!

Contents

- Project Structure
- Requirements
- Fonts Used
- Work With the Template
- Marketing Materials
- Terms of Use
- Font Installation

Project Structure

Every product package contains:

- File document in tabloid (file name ends in N) and magazine size (file name ends in M). Use the size that best fits your needs.
- PDFs of the the document files.
- A pictures folder containing all images used in the document including black and white versions of art/images created specifically for the section (file name ends in K).
 - If you do not see a K version, that means you can find the black and white version of that image by entering the file number on MCC and downloading the black and white version.
 - Within the Pictures folder you will find an image named "GraphicHeader.TIF". This is a custom header to be used in the section or to create a smaller insert.

Requirements

- Adobe InDesign CS5 or newer OR
- QuarkXpress 8 or newer

Fonts Used

We are currently using Google free fonts only.
You can download the fonts used in this section from Google Fonts site:

- Tinos - <https://fonts.google.com/specimen/Tinos>
- Great Vibes - <https://fonts.google.com/specimen/Great+Vibes>
- Abril Fatface - <https://fonts.google.com/specimen/Abril+Fatface>

- Tinos - <https://fonts.google.com/specimen/Tinos>
- Great Vibes - <https://fonts.google.com/specimen/Great+Vibes>
- Abril Fatface - <https://fonts.google.com/specimen/Abril+Fatface>

Alternate Cover & Title Option

Fonts and colors will be consistent to match interior article layouts



TSS Cover: Weddings 2023

- TSS exclusive photo



Alt Cover: I Do 2023

- Image available on MCC



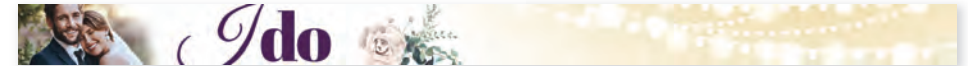
Magazine sized covers

No placeholder text
"Name Newspaper"
month or QR code
included on cover. Sell as is.

Graphic Header



6 col x .75"



How to pick the perfect wedding dress

The average bride-to-be tries on **3 to 7** dresses before finding the right one.

1. Don't get hung up on perfection
 Many brides get caught up on trying to find the one dress they consider perfect. No dress is likely to check every box. Getting hung up on a desire to find a dress that has it all may make it hard to see the beauty in other dresses. Remember, finding the right one. The following tips can help those shopping for dresses find a look that makes their big day even more special.

2. Consider the season
 Getting married during the busy and humid days of summer is an entirely different experience than trying the best during the heart of winter. The fabric of the wedding dress should complement the season, whether it's lightweight and breezy for a warm day, or more substantial and cozy when dressing in the cold.

3. Flatter your figure
 Chances are brides-to-be know which cuts and styles are most flattering. Mimic those styles in the wedding dress. If you want to take dress off of full hips, choose a bias cut.

4. Try a bit of this and that
 Don't try on a wedding dress appointment with firm parameters. Although you may have a half-gown style in mind, after trying on with a few voluminous alternatives you may actually catch your eye. Many brides also accidentally prefer to strapless gowns, when various styles and dresses can be very appealing.

5. Arrive with a firm budget
 Weddings can be costly. It's important to set a budget for the wedding dress just as you will with other expenses. There are plenty of dress designers across a wide spectrum of price points. A willingness to purchase a less costly dress can help you stay on budget.

Browsing through magazines and looking online can provide wedding dress inspiration as well. Also, when in doubt, defer to the expert as bridal shops who have experience choosing dresses that brides are inclined to love.

BRIDAL SHOP
Advertiser Here

SALON
Advertiser Here

BRIDAL SHOP
Advertiser Here

SALON
Advertiser Here

BRIDAL SHOP
Advertiser Here

SALON
Advertiser Here

Tips to help master your wedding guest list

Did You Know?

Getting engaged is an exciting moment in the lives of a couple. One might think that excitement would lead to couples having their own dress the side to be the last, but studies have shown that couples spend a significant amount of time between getting engaged and saying "I do." According to The Knot 2021 Real Weddings Study, the average engagement length among couples in the United States is 16 months. Though these figures are likely affected by the COVID-19 pandemic, which undoubtedly contributed to many engagements as couples wanted to get married and large gatherings were deemed safe. It's worth noting that lengthy engagements are not specifically a COVID-related phenomenon. In fact, The Knot reports that the average length of engagement in 2019 was 14 months. Taking more time to get to know one another also seems to be a popular approach among couples, as the Knot's Intimacy and Engagement Study found that three-quarters of all couples who wed in 2021 had dated for two or more years prior to getting engaged.

Both The Wedding Report and The Knot report that a wedding venue is catering make up a significant percentage of the overall cost of a wedding.

Weddings are such an important occasion that it's no wonder couples want to share their big days with as many people as possible. Though a wedding where all friends, family members and acquaintances are in attendance may be a dream scenario, reality often calls for a more carefully curated guest list.

Data from The Wedding Report indicates that the average couple spends slightly more than \$20,000, though that figure could be substantially higher, or even lower, depending on where couples in the Knot. Both The Wedding Report and The Knot report that a wedding venue and catering make up a significant percentage of the overall cost of a wedding, with guest figures indicating that these expenses account for around 15 percent of the final price tag. The number of guests couples will have on their wedding day will affect which venue they book and how much food and beverages they'll need to satisfy guests. Couples who have a set budget can consider how they'll do they try to build a guest list that won't break the bank.

• Accept invites. Parents may no longer be the entire bill for their child's wedding, but couples who are accepting some financial help from parents must also accept Mom's and Dad's input regarding the guest list. Even if parents don't

guests do not ultimately make the cut, it's best to respect their wishes and consider who they want to invite. Couples who are financing their own weddings without outside help need not be beholden to invite anyone who does not meet their invitation criteria.

• Make a preliminary list
 Couples who have limited preliminary guest lists without considering their budgets. A preliminary list can serve as a solid starting point, and couples may even realize that their list is within budget. Once the preliminary list has been created, couples can categorize guests (i.e., distant cousins, coworkers, etc.) and then work together to determine if any categories can be eliminated from the invitation list. For example, couples who may be going over budget with their guest list can each agree to remove distant cousins from their preliminary invites.

• Seek advice. Many couples face difficult decisions regarding their wedding day guest list, so it can be helpful to speak to a

securely married friend or relative to see how they handled putting down their guest list. Some might have done it by category, while others might have limited guest lists to local friends and family. When using this approach, couples can speak to friends about how they approached handling people who were surprised that they were not on the final list of invites.

• There is less formal party down the road. A less expensive backyard barbecue within weeks of tying the knot can serve as a less costly alternative to a large wedding reception. Couples who take this approach can keep their wedding day guest list to a minimum, but invite everyone they hope to see to a post-wedding day backyard barbecue or pot luck picnic so they can celebrate with everyone they love.

Creating a wedding day guest list is no small task. However, couples can try various approaches to keep a guest list more manageable and less expensive.

INVITATION SHOP
Advertiser Here

INVITATION SHOP
Advertiser Here

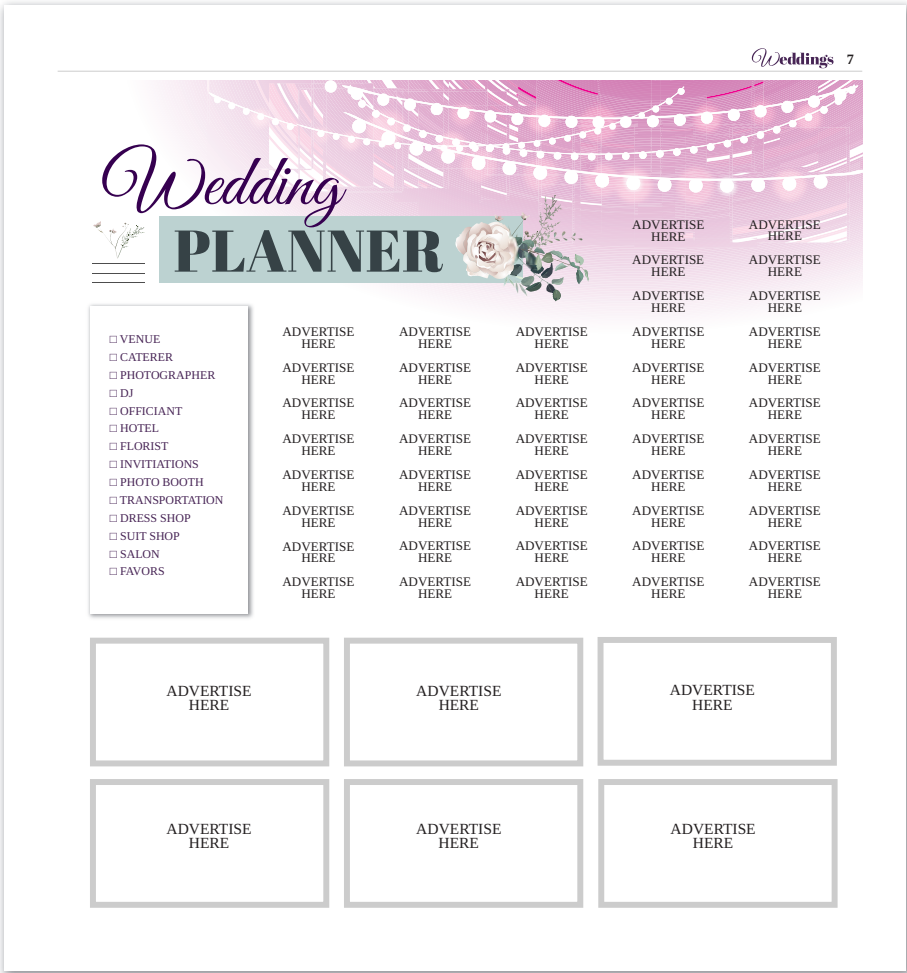
INVITATION SHOP
Advertiser Here

INVITATION SHOP
Advertiser Here

Create a smaller insert section using these branded graphic headers

Multi-Advertiser Directory Layout

Weddings 7



The image shows a detailed layout for a 'Wedding Planner' directory page. At the top, there is a decorative header with the word 'Wedding' in a cursive font and 'PLANNER' in a bold, sans-serif font, set against a background of string lights and a floral arrangement. Below the header, there is a list of categories on the left, each with a small square icon: VENUE, CATERER, PHOTOGRAPHER, DJ, OFFICIANT, HOTEL, FLORIST, INVITATIONS, PHOTO BOOTH, TRANSPORTATION, DRESS SHOP, SUIT SHOP, SALON, and FAVORS. To the right of this list is a grid of 20 'ADVERTISE HERE' boxes, arranged in 5 rows and 4 columns. At the bottom of the page, there is another grid of 6 'ADVERTISE HERE' boxes, arranged in 2 rows and 3 columns.



The image shows a vector background for a 'Wedding Planner' directory page. It features a decorative header with the word 'Wedding' in a cursive font and 'PLANNER' in a bold, sans-serif font, set against a background of string lights and a floral arrangement. Below the header, there is a large, empty white space with a subtle, curved line design, intended for adding advertisers in any configuration.

Vector background provided to add advertisers in any configuration.

Promotional Ads & Rate Card

Newspaper Logo

SPECIAL SECTION ADVERTISING OPPORTUNITY



Focused Bridal Advertising for Your Business

Weddings are back in a big way, and niche special section advertising is a great way to reach more couples planning to tie the knot here in our community. With targeted distribution to a local audience of more than 00,000 households, our Weddings section is a unique and effective way to put your products, services and expertise in the spotlight. To learn more about the opportunities for your business, talk to one of our helpful ad consultant today!

ADVERTISE HERE

Full Page	Half Page	1/4 Page	1/8 Page
-----------	-----------	----------	----------

ADD COLOR to any ad for only \$00

Advertise Online

Optimize your audience reach with a print and online advertising package. Ask your ad consultant for details about our Weddings e-section!

Call 000.000.0000 or email name@namenewspaper.com for advertising rates, reservations and information.

Space & Copy Deadline **January 00** | Publication Date **January 00**

www.namespaper.com | 000-000-0000 | email@newspaperadvertising.com

Rate Card



RSVP to Put Your Bridal Business in the Spotlight

Weddings are back in a big way, and niche special section advertising is a great way to reach more couples planning to tie the knot here in our community. With targeted distribution to a local audience of more than 00,000 households, our Weddings section is a unique and effective way to showcase your products, services and expertise this bridal season.

Advertising Deadline: **January 00**
 Publication Date: **January 00**

Call 000.000.0000 or email name@namenewspaper.com to speak with an ad consultant and learn more about the opportunities for your business!

Weddings
A Special Section From
Newspaper Logo

Advertiser Promo



Here Comes the Guide!

From tips to pick the perfect gown and master your guest list to valuable advertising and special offers, our upcoming special section is here to help you and your bridal party plan the perfect day!

Coming Sunday, January 00

in print and online at namenewspaper.com/weddings. To subscribe or renew, call 000.000.0000.

Weddings
A Special Section From
Newspaper Logo

Reader Promo

Social Post




Here Comes the Guide!

Sunday, January 00

CLICK HERE TO ADVERTISE

Newspaper Logo

Web Ads



Here Comes the Guide!

From tips to pick the perfect gown and master your guest list to valuable advertising and special offers, our upcoming special section.

Sunday, January 00

CLICK HERE TO ADVERTISE

Newspaper Logo



Here Comes the Guide!

From tips to pick the perfect gown and master your guest list to valuable advertising and special offers, our upcoming special section.

Sunday, January 00

CLICK HERE TO ADVERTISE

Newspaper Logo

Localized & Sell - COVER

Use a custom photo with branded title or create your own title with packaged fonts.



Custom Cover



Custom Cover with Ad Placement

Weddings I do

Localized & Sell - ARTICLES

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4 Weddings

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Tips to help master your wedding guest list

Weddings are an important occasion that's a lot more than just a party. It's a day with a lot of people and a lot of details. Through a wedding, people all friends, family members and acquaintances are in attendance and, in some ways, making often calls for a more carefully chosen guest list.

Data from The Wedding Report indicates that the average cost of a wedding is slightly more than \$20,000, though that figure could be substantially higher, or even lower, depending on where you live in the United States. The Wedding Report also says that most couples that are getting married are in their late 20s or early 30s, and that the average age of a bride is 28 and the average age of a groom is 29.

Many brides-to-be have a lot of family and friends who live in other parts of the country, and that means that many guests will be traveling to the wedding. That means that you'll need to consider how many guests you can accommodate, and how many guests you can afford to have. It's important to consider the cost of the wedding, and how many guests you can afford to have. It's also important to consider the location of the wedding, and how many guests you can afford to have. It's important to consider the time of the wedding, and how many guests you can afford to have. It's important to consider the weather, and how many guests you can afford to have. It's important to consider the venue, and how many guests you can afford to have. It's important to consider the catering, and how many guests you can afford to have. It's important to consider the entertainment, and how many guests you can afford to have. It's important to consider the transportation, and how many guests you can afford to have. It's important to consider the accommodations, and how many guests you can afford to have. It's important to consider the overall cost of the wedding, and how many guests you can afford to have.

1. Don't get hung up on perfection
 Many brides get caught up in their search for the one dress that is just what they need. However, it's important to remember that you don't need a perfect dress. You just need a dress that you like and that you feel comfortable in. Don't let the search for a perfect dress distract you from other important wedding details.

2. Consider the season
 The time of the wedding can have a big impact on the type of dress you should wear. For example, a wedding in the summer is a great time to wear a light-colored, sleeveless dress. A wedding in the winter is a great time to wear a darker-colored, long-sleeved dress. Consider the season when you are choosing your dress.

3. Flatter your figure
 There are many different styles of wedding dresses, and it's important to choose one that flatters your figure. If you have a pear-shaped figure, a dress with a fitted bodice and a full skirt might be a good choice. If you have an apple-shaped figure, a dress with a wrap-style bodice and a full skirt might be a good choice. If you have a rectangular figure, a dress with a wrap-style bodice and a full skirt might be a good choice. If you have a petite figure, a dress with a wrap-style bodice and a full skirt might be a good choice. If you have a tall figure, a dress with a wrap-style bodice and a full skirt might be a good choice.

4. Try a bit of this and that
 Don't be afraid to try on a variety of different styles of wedding dresses. You might be surprised to find that you like a style that you didn't think you would. Try on a variety of different styles, and you'll be able to find the one that you love.

5 Weddings

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4 Weddings

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Tips to help master your wedding guest list

Weddings are such momentous occasions that it's no wonder couples want to share their big day with as many people as possible. They want to include all their friends, family members and acquaintances in their celebration. However, it's important to remember that you don't need a perfect guest list. You just need a guest list that you like and that you feel comfortable with. Don't let the search for a perfect guest list distract you from other important wedding details.

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2. Consider the season
 The time of the wedding can have a big impact on the type of guest list you should have. For example, a wedding in the summer is a great time to have a large guest list. A wedding in the winter is a great time to have a smaller guest list. Consider the season when you are choosing your guest list.

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5 Weddings

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LOCAL WEDDING VENUE PHOTO

LOCAL DRESS SHOP PHOTO

LOCAL TIP HERE

A tip from local dress shop pictured on the best times to shop or something specific to your region.

Original Spread

Edited Spread

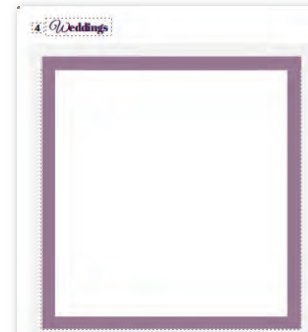
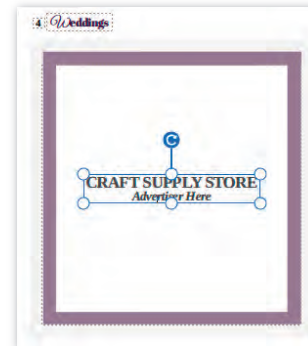
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Section Ideas



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WordSearch
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County Fair Focus Makes Annual Section a Local Favorite With Readers and Advertisers

Karlovac Media Group, Geauga County, Ohio



CREATE: Karlovac Media Group began producing their *Barns, Farms and Fair* special section in 2016 to coincide with the annual Geauga County Fair. The section includes a schedule of events and other fair information, but also focuses on local farms and 4-H groups. The publication asks for submissions from the public about individual 4-H members and their clubs, a great way to gain local content that contributes to the section's popularity in the community. Production manager Pamela Molnar also relies on articles from the Metro Editorial Library to supplement these local features. *Barns, Farms and Fair* runs as an insert inside the Geauga County *Maple Leaf* and the *Middlefield Post* during the week of the county fair, and is also available for free at some of the advertisers' fair booths.



SELL: Molnar says the team's selling strategy includes an email blast to previous and prospective advertisers, which usually nets a number of repeat ads. The paper also offers discounts to

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Added Plus...
The Geauga County Fair is celebrating its bicentennial anniversary in 2022, making it an especially important year for *Barns, Farms and Fair*. Production manager Pamela Molnar contacted Metro through the MetroCreativeConnection.com feedback link, requesting additional editorial content that could be used to supplement the section's local features. These Metro articles – as well as new fair images, spec ads and promotions – can be accessed by all Metro subscribers in the Metro Creative and Editorial Libraries with keyword "Fair".

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"Well Being" Series of Special Sections Hits the Mark With Readers and Advertisers

West Volusia Beacon, DeLand, FL



CREATE: When the team at Florida's West Volusia Beacon set out to optimize their special section publication schedule, they assessed sales to determine which existing titles were performing and which were not. After removing underperforming titles from their sections program, they filled the gaps with a themed "Well Being" series, using Metro Themed Special Sections (TSS) to increase focus on their high-performing topics – health, medical and senior living – under this popular umbrella title.

SELL: Beacon CFO and CTO Michael Jaeckle says that having a well-designed, ready-to-present cover ready for each TSS facilitated sales. He explains, "Not only did we no longer have to scramble for good content, we were able to sell pickups from one publication into the sections that publish later on in the year. Sales were easier too since we had a beautiful cover to show the clients. Since we also had the content beforehand, the clients could choose which article's page to appear on."

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CREATE: The team at Florida's West Volusia Beacon set out to optimize their special section publication schedule, they assessed sales to determine which existing titles were performing and which were not. After removing underperforming titles from their sections program, they filled the gaps with a themed "Well Being" series, using Metro Themed Special Sections (TSS) to increase focus on their high-performing topics – health, medical and senior living – under this popular umbrella title.

PROFIT: The Beacon's most recent "Well Being" edition was "Senior Life." The successful section included 14 clients, with ads of various sizes including full-page designs. By getting a better handle on what their local audience and advertisers want from special sections and streamlining sales and production processes, the team has been able to create a more profitable and efficient program.

Metro's Themed Special Sections (TSS) program features 28 popular titles, 12 of which are available with an additional magazine-size version already formatted. To learn more about fully templated print and digital special sections from Metro, call 800.223.1600 or email service@metro-email.com.

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Local Weekly Successfully Reintroduces Wellness Section Following Pandemic Pause

Pickens County Progress, Jasper, GA




CREATE: The Pickens Progress recently used a Themed Special Section (TSS) from Metro to streamline production of a successful Health & Wellness supplement. With the articles and layout already in place, the publication kicked off the section with a local touch by adding their own feature written about an area chiropractor who is competing in a national weightlifting competition. The Progress published the section as a full-color glossy magazine insert, as well as an online version.

SELL: Office manager Sheri Crowe credits the full-color glossy appeal of the publication with facilitating sales to many businesses who don't normally advertise in their regular weekly issue. She emailed and called all types of prospects with a connection to the health field, securing ads from a variety of advertisers that ranged from hospice, chiropractic and medical care providers to banks, a CBD shop and attorneys specializing in personal injury law and estate planning.

PROFIT: The special section produced around \$6,000 in gross revenue. Crowe reports that the Progress had not done a Health & Wellness publication since 2019, due to the strain put on doctors' offices and hospitals by the pandemic. She says they kept their same prices in place from 2019 and plan to do a rate increase next year.

Sheri Crowe CAP, OM
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Metro's ready-to-present-and-sell Themed Special Section (TSS) program features 28 popular titles. To learn more about print and digital special sections from Metro, call 800.223.1600 or email service@metro-email.com.



Thank You

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