

# 2008 EDITORIAL CALENDAR

Every edition of Petaluma magazine reflects the character and culture of the community and its varied interests, lifestyles and traditions. Find out who are the people who make Petaluma the special place it is. Every issue takes you on a tour of a local home and gives you a taste one of Petaluma's finer restaurants. Other regular features include Arts & Entertainment, Outdoors & Recreation, Petaluma Potpourri, Changing Landscapes, 20 Questions, a photo page and a 90-day calendar.

## HERE'S WHAT WE'RE PLANNING FOR 2008:

**Spring issue** (March 13): Our annual salute to Petaluma's rich agricultural heritage this year takes a look at small niche farms that produce everything from organic produce to goat's milk. We'll also take you inside the "octagon house," go dancing at Pazzo and dine at Della Fattoria. Spring is a good time to pedal your two-wheeler and explore the city's growing network of bicycle trails. We'll catch you up on the winter events and fund-raisers through the Petaluma Scene pages and give you ideas for a weekend getaway.

**Summer issue** (June 19): Experience summer in Petaluma. We will share ideas about things to do close to home, such as movies in the park, farmers markets and waterfront jazz. We'll visit some local nurseries for tips on how to spruce up your garden. We'll go inside a local home, climb up to see some tree houses and enjoy riverview dining at restaurants near the Petaluma River

**Fall issue** (September 11): Our fourth annual Reader's Choice issue will spotlight the best of what Petaluma has to offer in the categories of restaurants, retail and service, arts and entertainment and recreation and outdoor. Readers will vote for their favorites earlier in the year, we will tally the ballots and share what they select as the superlative parts of our community.

**Winter issue** (November 13): Celebrate the season in Petaluma with a look at some blended holiday traditions, homes decorated for the holidays and gifts that are made in Petaluma. Plus we will visit some of Petaluma's chocolate makers, go inside a "green" home and go behind the scenes at a house concert.