GO RED WITH THE AMERICAN HEART ASSOCIATION

February is American Heart Month and we are proud to again partner with the American Heart Association. Get involved and help us raise money and awareness by purchasing ads in one or more of our special Go Red products. On National Wear Red Day — Friday, Feb. 5 — the Herald-Leader will publish a special Go Red issue full of red ink (including our masthead!) and articles about the fight against heart disease. In addition, we’ll publish a special section in coordination with the AHA to remind readers to love their heart on the Sunday after Valentine’s Day. This informative section is full of tips, resources and ways to fight this deadly disease. Lastly, Kentucky.com will also Go Red this February. Readers will be encouraged to donate through an AHA link. If you purchase in two products, save 20% on both! Purchase in three or more and save 30% on each.

Print and online twice each year Jan. 24 and July 24

HEALTH CARE SERVICES DIRECTORY

Place your medical office contact information and/or advertising message in the hands of thousands of potential patients with our annual health professionals’ directory. Over 60,000 copies are distributed through the paper and in area medical offices and pharmacies throughout Central Kentucky.

Print and online Jan. 31

BLUEGRASS BOOMERS

There's a very good reason this publication for baby boomers has been popular with advertisers and readers since 2009 — this semiannual special section reaches a target demographic with an unmatched purchasing power.

Print and online twice each year Jan. 24 and July 24

EASTER WORSHIP GUIDE

Church congregations come together in this annual special section to celebrate the Easter season with details of the spiritual programs each has to offer, as well as other special messages.

Print and online March 18

AMERICAN CANCER SOCIETY RELAY FOR LIFE

The Herald-Leader is proud to partner with the American Cancer Society to put on each year to produce this special section devoted to the Society’s primary community fund-raising event, Relay For Life. In addition to dates for these events throughout Kentucky, readers find valuable information on how to improve overall health and local advertiser information.

Print and online Feb. 21

CENTRAL KENTUCKY HOME AND GARDEN SHOW

The Herald-Leader continues to sponsor the Central Kentucky Home and Garden Show, now in its 40th year. The official show program, this special section contains show details and a map to guide attendees to the hundreds of home and garden vendor representatives, many of whom advertise in this popular section. In addition to print and online consumers, this publication is seen by another 10,000 show attendees.

Print and online March 27

SWEET 16 PREVIEW & RESULTS

In addition to the Cats, Rupp Arena is home each year to the KHSAA Boys Sweet 16 Tournament. Each March, this event draws fans from across the state. We are proud to produce a Sweet 16 Preview Section and daily Results sections. Fans can find photos, stats, a bracket and more. This section is full run and thousands of additional copies are sold outside Rupp during the tournament.

Print and online March 16-20

QUARTERLY REAL ESTATE SECTIONS (and other real estate special sections)

Our real estate publications provide the perfect opportunities for home buyers and sellers to connect with local Realtors, builders and remodelers, as well as mortgage and financial institutions.

Print and online quarterly

EARTH DAY APRIL 22

As winter thaws, advertisers and readers alike turn their thoughts to celebrate home repair projects and the lush regrowth of gardens and landscape — giving us all more reasons to celebrate Earth Day.

Print and online April 22

COLLEGE PLANNING, COLLEGE GUIDE

Those who have college on the horizon, as well as our area college and university advertisers, look forward to these very popular special sections. Along with great advice from wading through the application process to financing an education, the February section lists all Kentucky schools’ contact information, location and tuition fees. The October section includes a list of the colleges with representatives in attendance at the annual College Fair. In addition to being inserted in the paper and on Kentucky.com, more are distributed in area high schools through the Newspapers in Education program and at the College Fair in Lexington. There is a discount for purchasing both the February and October College sections.

Print and online Feb. 14, Oct. 9

MOVING ON UP

A quick to buy and sell your home

NCAA TOURNAMENT PREVIEW & BRACKET

The day after Selection Sunday readers find everything they need to know about the NCAA Tournament from our award-winning sports writers in this special section. This is one of the most popular sections of the year.

Print and online March 14

KENTUCKY.COM/HIGHSCHOOLS

This section is full run and thousands of additional copies are sold outside Rupp during the tournament.

Print and online March 16-20

FINISH THE FIGHT AGAINST CANCER

Print and online April 22
DERBY PREVIEW & RESULTS
All eyes are on Kentucky the first Saturday in May. Our Derby Preview and Results sections are must-haves for Kentuckians on this special weekend. From the celebrities, fashion and horses, this is a very big newspaper sales day. Purchase an ad in both days and save 20%.
Print and online May 7 and 8

AMERICAN STROKE ASSOCIATION
May is National Stroke Month, and for the third year the Herald-Leader is sponsoring this special section together with the American Heart Association and American Stroke Association to educate readers about recognizing the symptoms of, coping with and preventing stroke, as well as sharing advertising messages from Central Kentucky doctors and hospitals.
Print and online May 8

GOLDEN LIVING IN THE BLUEGRASS
This comprehensive resource and service guide connects seniors, families and caregivers to essential community services.
Print and online June 26

KENTUCKY SPEEDWAY NASCAR SPRINT CUP RACE PREVIEW
Kentucky Speedway is gearing up for its third NASCAR Sprint Cup Series on Saturday, July 9. The Herald-Leader will publish its annual preview section with everything race fans need to know the day of the big race. Don’t miss out on the excitement when NASCAR returns to the Bluegrass!
Print and online July

READERS’ CHOICE 2016
Since 2007, local merchants representing several categories from "Favorite Bakery" to "Favorite Place to Buy Furniture" have vied for the coveted title of Readers’ Choice! This special section features the online voting results for the top three favorites, along with many of these vendors’ represented with advertising and community messages of thanks.
Print and online July 31

HIGH SCHOOL FOOTBALL PREVIEW
August means the start of High School Football in Kentucky and the Herald-Leader gets our readers pumped up with a special preview section on opening day.
Print and online Aug. 19

COLLEGE FOOTBALL PREVIEW
The Herald-Leader’s College Football Preview features everything readers want to know about Stoops’ 2016 University of Kentucky football team. Other teams in the state are also featured, including the University of Louisville, Morehead State University, Murray State University, Eastern Kentucky University, Georgetown College and many more.
Print and online Aug. 28

2016 SCOTT COUNTY TOUR OF HOMES
Scott County Home Builders Association and the Herald-Leader are pleased to again partner to bring our readership the official program for the 2016 Scott County Tour of Homes. Reaching print and online consumers, this tour promises to be even more successful than last year’s event.
Print and online in September

KENTUCKY GUIDE
This annual glossy-cover section celebrating the Bluegrass state and what makes us special is always a huge hit among our readers both in print and online. Featuring Kentucky’s most famous people and places, this is not only a guide but also a valuable tool and keepsake.
Print and online Sept. 23

2017 AUTO PREVIEW
Readers and advertisers alike look forward to this sneak preview of some of the hottest new cars coming off the assembly line for the coming year, and a look at the local auto dealerships’ specials on new and used vehicles.
Print and online Sept. 25

BREAST CANCER AWARENESS
This special section kicks off Breast Cancer Awareness Month in October and pubs the week before the Race for the Cure in downtown Lexington. The Herald-Leader is proud to work with the American Cancer Society and Susan G. Komen of Lexington to educate our audience on the importance of being informed. In addition to the section, purchase an ad in our special pink issue of Herald-Leader full of inspiring profiles and stories on race day. A portion of all ad and newspaper rack sales on this special day benefits Susan G. Komen of Lexington.
Print and online Sept. 25 and Oct. 1
Incredible Food Show
Now in its seventh year, the Incredible Food Show has
grown each fall, as has the demand for this publication
containing details of show highlights, special events,
a vendor list with map — and so much more. Central
Kentucky consumers and advertisers appreciate that
this is also the show’s official program. In addition to in
paper and online, a 5,000 overrun is printed for show
attendees.

Print and online in October

Your Partners in Good Health
In partnership with the Lexington Medical Society, this
annual publication is just what the doctor ordered! A
select team of health care professionals provide expert
advice on a variety of topics from back pain to macular
degeneration, while health care providers seize this
opportunity to introduce themselves to the community.

Print and online Oct. 23

College Basketball Preview
This wildly popular special section features award-
winning coverage of UK’s basketball team by our Herald-
Leader sports writers. This comprehensive preview has
everything you need to know about the upcoming
College Basketball season in Kentucky — including
schools outside the Big Blue Nation.

Print and online in November

Holiday Gift Guide
Find hot new gift ideas from Bluegrass businesses.
Advertisers enjoy being part of this annual publication
as well, inviting consumers to shop for everyone on
their holiday list.

Print and online Black Friday

High School Basketball Preview
This high school basketball preview running inside the
Sunday sports section has everything you need to know
about this season’s hottest High School Basketball teams
in Kentucky!

Print and online Nov. 27

Season to Celebrate
Church congregations come together in this annual
special section to celebrate the season with all the
details of the spiritual programs each has to offer, as well
as other important messages.

Print and online Dec. 2

Photos of the Year
As the year comes to a close, the Herald-Leader/
Kentucky.com will be publishing its second annual
photo section on Christmas Day. This beautiful, keepsake
section will be full of photos covering moments our
photographers captured through their lenses during the
previous year.

Print and online Dec. 25

Baby’s First Holiday Season &
Holiday Angels 2016
The ultimate photo album, this annual section publishes
Christmas Day and contains full color images of Central
Kentucky children.

Print and online Dec. 25

New Year New You
While the idea of making a New Year’s resolution
is beginning to form in readers’ minds, this annual
special section provides important information about
nutrition, fitness and finances. It reaches print and online
consumers.

Print and online Dec. 30

Please contact your account executive or Jane Ashley Pace, jpace@herald-leader.com
or 859-231-3538, for more information.