

Advertising calendar

2026

Northern & Southern Dutchess News, Beacon Free Press

Healthy Lifestyles magazine

Jan 28 (deadline Jan. 22)

Valentines Day- Feb. 14

Jan. 28 (deadline Jan. 22), Feb 4 (deadline Jan. 29), Feb. 11 (deadline Feb. 5)

Healthy Lifestyles magazine

Feb. 25 (deadline Feb. 19)

St. Patrick's Day ads

March 11 papers (deadline March 5)

Can run earlier for WF parade

Spring Home & Garden magazine

March 18 (deadline March 12)

Healthy Lifestyles magazine

March 25 (deadline March 19)

Easter ads (Easter Sunday is April 5)

April 1 (deadline March 26)

Weekly Renegades pages begin (season starts April 3)

April 15 or 22– Deadline April 9 or 16

\$50 per week for strip ads with Renegades coverage

Healthy Lifestyles magazine

April 29 (deadline April 23)

Red Hook Apple Blossom fest May 9

May 6 (deadline April 30)

Mother's Day - May 10

April 29 (deadline April 23), May 6 (deadline April 30)

Memorial Day – May 25

May 20 Special section (deadline May 14)

Healthy Lifestyles magazine

May 27 (deadline May 21)

Summer Home & Garden magazine
June 10 (deadline June 4)

Healthy Lifestyles magazine
June 24 (deadline June 18)

Healthy Lifestyles magazine
July 29 (deadline July 23)

Dutchess County Fair – Aug. 25-30
Special section I – Aug. 19 (deadline Aug. 12)
Special section II – Aug. 26 (deadline Aug. 19)

Healthy Lifestyles magazine
Aug. 26 (deadline Aug. 20)

Healthy Lifestyles magazine for Sept.
No magazine – Curtis vacation

Red Hook Hardscrabble Day and Stanford Community Day - Sept 19
Sept. 16 (deadline for ads Sept. 10)

Fall Home & Garden magazine
Oct. 14 (deadline Oct. 8)

Healthy Lifestyles magazine
Oct. 28 (deadline Oct. 22)

Veterans Day – Nov. 11
Special section Nov. 11 (deadline Nov. 5)

Small Business Saturday - Nov. 28
Nov. 25 papers (deadline Nov. 21)

Healthy Lifestyles magazine
Nov. 25 (deadline Nov. 18 – early deadline)

Holiday Gift Guide
Dec. 9 (deadline Dec. 3)

Healthy Lifestyles magazine
Dec. 30 (deadline Dec. 23 – early deadline)