



On the Town

- Format: Glossy-cover tabloid
- Produced by the editorial staff
- Publishes Sunday, Nov. 4, 2007
- Advertising deadline: Thursday, Oct. 4, 2007

Special Advertising Opportunity

On the Town will feature "When Only the Best Will Do" color group advertising pages to showcase your business.



On the Town

The Insider's Guide to the Social Season

Designed to be referred to again and again, this annual tabloid-size section is a sought-after guide to the social season in Palm Beach.

Its focal point is the most comprehensive social calendar published anywhere, a much-heralded "must-read" before planning for any gala, party, opening or event.

Produced by the news department, this year's "On the Town: The Insider's Guide to the Social Season" will feature previews of the hottest gala tickets in town, the newest players on the social scene and much more.

On the Town features an attractive glossy cover and publishes in the Palm Beach Daily News. Additional copies will be distributed in select areas throughout Palm Beach County.

Palm Beach Daily News

THE SHINY SHEET™

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