

# Pro2Call Home Improvement Guide Deadlines JHB 2016/17

## PUBLICATION

Month	Booking, Material & Payment	To Printers	To Distribution	<i>On Street</i>	<i>On Street</i>
				FIRST RUN (105 000)	SECOND RUN (105 000)
NOVEMBER/DECEMBER 2016	16-Nov	21-Nov	25-Nov	<i>Week ending 02 Dec 2016</i>	<i>Week ending 09 Dec 2016</i>
JANUARY/FEBRUARY 2017	18-Jan	23-Jan	27-Jan	<i>Week ending 03 Feb 2017</i>	<i>Week ending 24 Feb 2017</i>
MARCH/APRIL 2017	16-Mar	24-Mar	31-Mar	<i>Week ending 07 April 2017</i>	<i>Week ending 28 April 2017</i>
MAY/JUNE 2017	16-May	22-May	26-May	<i>Week ending 02 June 2017</i>	<i>Week ending 30 June 2017</i>
JULY/AUGUST 2017	19-Jul	24-Jul	28-Jul	<i>Week ending 04 August 2017</i>	<i>Week ending 31 August 2017</i>
SEPT/OCTOBER 2017	20-Sep	25-Sep	29-Sep	<i>Week ending 06 Oct 2017</i>	<i>Week ending 27 Oct 2017</i>
NOVEMBER/DECEMBER 2017	15-Nov	20-Nov	24-Nov	<i>Week ending 01 Dec 2017</i>	<i>Week ending 08 Dec 2017</i>

TOTAL DISTRIBUTION PER RUN	<b>105 000</b>
TOTAL HOUSEHOLDS REACH OVER 2 MONTHS	<b>210 000</b>

**\*DISTRIBUTION DATES SUBJECT TO WEATHER PERMITTING**