

# 2014 Editorial Calendar

MONTH	EDITORIAL THEME	
January	Alpha Woman	<p><b>SECRETS OF STRONG, SUCCESSFUL WOMEN</b> <b>SK Parenting</b></p> <p>Being an “Alpha Mom” doesn’t mean having to do it all. Take our stress test quiz, learn tips for taking back your life and discover fool-proof solutions to moms’ toughest challenges.</p> <p><b>Mommalogues</b></p> <p>All month long, we’re sharing our own personal struggles and successes, offering tips for creating a strong mind and body.</p> <p><b>AllParenting</b></p> <p>We’re letting go of the “having it all” fantasy and celebrating those moms who do the best they can with what they’ve got.</p>
February	Love	<p><b>A MONTH DEDICATED TO YOUR HEART</b> <b>SK Parenting</b></p> <p>Love is...exchange stories of romance, friendship and unconditional love through our “love is” video series, family-connect calendar and downloadable love notes.</p> <p><b>Mommalogues</b></p> <p>How far have you gone for love? We’re sharing stories of romance, parenthood and friendship.</p> <p><b>AllParenting</b></p> <p>It’s all about love. From single moms finding love to love for our partner; how parenting and kids have changed our matters of the heart.</p>
March	Body	<p><b>SHEKNOWS BARES ALL</b> <b>SK Parenting</b></p> <p>Moms exposed! ‘Fess up, face your fears and improve your life. Moms embrace what makes us unique and those unexpected moments that connect us as women.</p> <p><b>Mommalogues</b></p> <p>Truth or dare. It’s a month of identifying the things that we fear most..and we tackle them - together.</p> <p><b>AllParenting</b></p> <p>Inside and out, we’re finding ways to love ourselves, just the way we are.</p>
April	Makeover	<p><b>SIMPLE WAYS TO TRANSFORM YOUR LIFE</b> <b>SK Parenting</b></p> <p>April is brought to you by the number 5 with an entire month of 5-minute simple solutions and top 5 best ways to improve every area of a parent’s life.</p> <p><b>Mommalogues</b></p> <p>Following SK parenting month of fives, we focus on five moms every day who can share their top 5 lists and 5-minute solutions.</p> <p><b>AllParenting</b></p> <p>Make over your life. We’re tackling the bedroom, kitchen, your makeup bag and more, providing tips for breathing fresh new ideas into all areas of your life.</p>

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<b>May</b>	Trend	<p><b>WHAT'S NEW, WHAT'S HOT, WHAT'S NEXT</b> <b>SK Parenting</b> Gadgets, gizmos and godsendings – a roundup of mommy's not-so-little helpers.</p> <p><b>Mommalogues</b> Our vloggers round up their top picks for products that improve our lives as women and moms.</p> <p><b>AllParenting</b> What's trending in mystyle: get the latest in makeup, fashion and hair trends.</p>
<b>June</b>	Family	<p><b>THE TRUTH ABOUT THE MODERN FAMILY</b> <b>SK Parenting</b> Celebrate the many beautiful ways families come together. Take our "Are you ready to adopt?" quiz, learn tips for blending families and hear incredible stories of how far parents will go for their children.</p> <p><b>Mommalogues</b> Focus on the modern family. We will feature a modern parent who shares his or her unique experience and opens our eyes, minds and hearts.</p> <p><b>AllParenting</b> Stories from today's real life "modern families" – same-sex parents, blended families, families through adoption and more.</p>
<b>July</b>	Red, White & Blue	<p><b>CELEBRATING THE ESSENCE OF AMERICA</b> <b>SK Parenting</b> We're channeling our inner patriot but incorporating history into independence day treats, crafts and activities.</p> <p><b>Mommalogues</b> Are you smarter than a Mommaloguer? We ask our moms – and some guest vlogger – basic american history questions and see who comes out on top.</p> <p><b>AllParenting</b> What do you really know about American history? Our pinnable infographic has facts about the U.S. that you and your kids should – but might not – know.</p>
<b>August</b>	Must-Haves	<p><b>YOUR ULTIMATE LUST-LIST</b> <b>SK Parenting</b> A happy mom= happy family. From the best movies to the coolest apps, we've got mom's go-to picks to enjoy during that limited down time.</p> <p><b>Mommalogues</b> From guilty pleasures to girls' nights, we tap into the woman behind the mom.</p> <p><b>AllParenting</b> Must-haves for mom's sanity – a tech roundup, must-have kids' products.</p>

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<b>September</b>	Back-to-School	<p><b>THE A+ GUIDE FOR SENDING KIDS TO SCHOOL</b> <b>SK Parenting</b></p> <p>A parent's cheat sheet for back to school. As the schule fills up with homework, after-school activities and parent/teacher conferences, we have your guide to making it all happen without going crazy.</p> <p><b>Mommalogues</b></p> <p>The vloggers sahre their "cheat sheet" tips to getting back on schedule and making the most of the new school year.</p> <p><b>AllParenting</b></p> <p>While the kids are away...Moms share how they get "back to me" when the kids get back to school.</p>
<b>October</b>	Fall Guide	<p><b>COMFY, COZY IDEAS TO CELEBRATE THE SEASON</b> <b>SK Parenting</b></p> <p>Apple picking, hay rides and fall foliage tours; we're tackling family-friendly favorite outdoor activities across the country.</p> <p><b>Mommalogues</b></p> <p>Creatures of comfort. The Mommaloguers share their facorite picks for comfort - from food to clothes to fall family weekends away.</p> <p><b>AllParenting</b></p> <p>Fall fashion for the busy mom, fall comfort food, fall crafts.</p>
<b>November</b>	Happiness	<p><b>EVERYDAY REASONS TO SMILE</b> <b>SK Parenting</b></p> <p>Come on, get happy. We're celebrating those parenting moments that make it all worthwhile, finding the gratitude within us all.</p> <p><b>Mommalogues</b></p> <p>30 days of gratitude: The moms find gratitude in the funniest places.</p> <p><b>AllParenting</b></p> <p>Click thru: Meet moms paying it forward with their kids.</p>
<b>December</b>	Best-of	<p><b>THE YEAR'S MOST BUZZ-WORTHY</b> <b>SK Parenting</b></p> <p>Best of our favorite bloggers. Meet our online girl crushes.</p> <p><b>Mommalogues</b></p> <p>We stop and take notice of those moments that made us scratch our heads, stand up and clap and make us feel like we aren't alone.</p> <p><b>AllParenting</b></p> <p>Best of our favorite bloggers (roundup of favorite bloggers in different categories: home, food, drinks, dessert, fashion, parenting, etc.)</p>
<b>SPECIAL DOUBLE FEATURE</b>		
<b>Nov/Dec</b>	Two months of spectacular special feaures	Takes on holiday traditions – fresh, fancy and faux.



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Shortcuts

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Pay It Forward

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SheKnows Makeover Tool

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Steal the Look