SHEKNOWS EDITORIAL CALENDAR

Issue Date	Feature
JANUARY	THE ALPHA WOMAN ISSUE
FEBRUARY	THE VALENTINE'S DAY ISSUE
MARCH	THE SPRING SPECTACULAR ISSUE
APRIL	THE "I DO" ISSUE
MAY	THE FAMILY ISSUE
JUNE	SUMMER BLOCK PARTY ISSUE
JULY	SMART SUMMER ISSUE
AUGUST	THE BACK-TO- SCHOOL ISSUE
SEPTEMBER	FANTASTIC FALL GUIDE
OCTOBER	THE SCREAM ISSUE
NOVEMBER	BEST-OF ISSUE
DECEMBER	THE HOLIDAY ISSUE





ALPHA WOMAN Issue

What is an alpha woman? She's fearless, strong, independent, successful, beautiful, confident and in control of her life. In this issue, we unpack this idea and explore how to look and act the part, from getting what you want in bed and making smart career decisions to choosing a personal style that says "I'm in charge."

OTHER HIGHLIGHTS:

- New Year, New You
- Girl's Guide to the Big Game
- People's Choice Awards
- SAG Awards
- Golden Globe Awards

Survey Says: SheKnows Alpha Woman poll results







VALENTINE'S DAY Issue

Your official guide to planning (and surviving) the month of romance – gift guide, recipes, sexy makeup, perfect night out attire, crafts and more.

OTHER HIGHLIGHTS:

- Heart Health Month
- Fashion Week coverage
- Grammy Awards
- Academy Awards
- Sundance Film Festival

Survey Says: SheKnows love & sex survey results





SPRING SPECTACULAR

Issue

It's all about redefining yourself in the new season with spring beauty and fashion must-haves, fresh spring décor, lightened up recipes and more.

OTHER HIGHLIGHTS:

- St. Patrick's Day
- National Nutrition Month
- Spring break travel guide
- March Madness
- Kid's Choice Awards
- South by Southwest

Survey Says: SheKnows health survey results





661 DO Issue

Brides, this one's for you. From the dress to the flowers, we're covering everything you could possibly need to know about planning the perfect spring wedding.

OTHER HIGHLIGHTS:

- Easter
- Passover
- Earth Day
- Tax Day
- Academy of Country Music Awards
- Coachella

Survey Says: SheKnows marriage survey results





THE FAIVILY

Issue

This month, we zero in on the home life and making time for family—family-style recipes and meal planning, fun activities, crafts, entertainment and of course, keeping the work/life balance.

OTHER HIGHLIGHTS:

- Mother's Day
- Memorial Day
- Billboard Music Awards

Survey Says: SheKnows parenting survey results





CK PARTY.

As the temperatures rise, so does the desire to get outside. We're creating the ultimate guide to all things summer: Makeup and fashion trends, grilling recipes, party ideas, outdoor workouts and more.

OTHER HIGHLIGHTS:

- Father's Day
- CMT Music Awards
- Tony Awards
- Daytime Emmys
- MTV Movie Awards

Survey Says: SheKnows lifestyle poll results





SMART SUIVIER Issue

This month, it's all in your head—literally—as we delve into the inner workings of being a smarty pants: Brain health, foods and recipes that boost alertness, outfits that make you look intelligent, plus tons of crazy facts to feed your mind.

OTHER HIGHLIGHTS:

- Fourth of July
- Comic Con
- BET Awards
- Teen Choice Awards

Survey Says: SheKnows ultimate IQ poll results





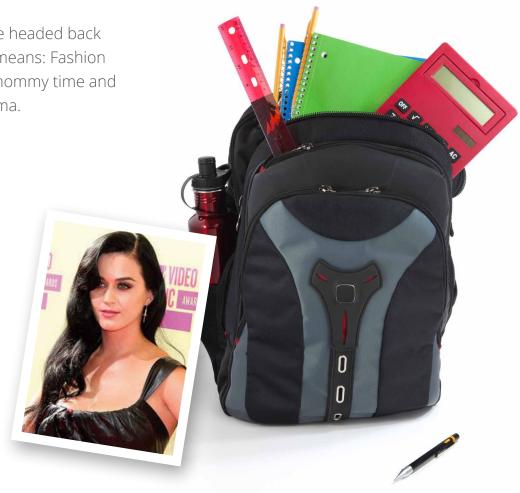
BACK-TO-SCHOOL Issue

Summer's over, and the kids are headed back to school. You know what that means: Fashion trends, school supplies, more mommy time and tips for dealing with school drama.

OTHER HIGHLIGHTS:

- MTV Video Music Awards
- Lollapalooza

Survey Says: SheKnows back-to-school poll results





FALLGUIDE

Issue

Fall TV shows, fashion must-haves, comforting recipes, décor and crafts. We're falling for the cool, crisp, colorful season this month.

OTHER HIGHLIGHTS:

- Fall TV
- Labor Day
- Rosh Hashanah
- Fashion Week
- Primetime Emmy Awards
- I Heart Radio Music Festival

Survey Says: SheKnows entertainment poll results





SCREAM

Issue

Not only are we covering all things Halloween—recipes, crafts, décor, costumes, etc.—we're also giving readers the chance to shout out about issues concerning women, whether it's something broad like domestic violence or something as simple as venting about crazy kids.

OTHER HIGHLIGHTS:

- Halloween
- Breast Cancer Awareness
- SheKnows Parenting Awards
- BET Hip Hop Awards

Survey Says: SheKnows shout-out poll results,







BEST-OF

Issue

As we gear up for the holidays, SheKnows is rounding up the best products of the year, including our very own SheKnows Parenting Awards winners, plus best of beauty, gift guides, home decorating and more.

OTHER HIGHLIGHTS:

- Thanksgiving
- Black Friday
- Cyber Monday
- Country Music Association Awards
- Victoria's Secret Fashion Show

Survey Says: SheKnows reader's choice poll results





THE HOLIDAY

Issue

Your ultimate guide to the holidays: Gift ideas, traditional (and some non-traditional) recipes, holiday decorating, party style and more.

OTHER HIGHLIGHTS:

- Christmas
- Hanukkah
- Kwanzaa
- New Year's Eve
- American Country Awards
- American Music Awards

Survey Says: SheKnows holiday poll results

