

# **SHEKNOWS** EDITORIAL CALENDAR

## *At a glance...* **2013**

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

**Note:** All content subject to change





 JANUARY

# THE 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



**Note:** All content subject to change





 FEBRUARY

# THE 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



**Note:** All content subject to change



 MARCH

# THE 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



**Note:** All content subject to change





 **APRIL**



# “THE I 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



**Note:** All content subject to change



**SK** MAY



# THE FAMILY

## 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



**Note:** All content subject to change





**K** JUNE

# SUMMER BLOCK PARTY

## Issue

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



**Note:** All content subject to change

 **JULY**

# SMART SUMMER

## 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



**Note:** All content subject to change





 **AUGUST**

# THE 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



**Note:** All content subject to change





SEPTEMBER

# FANTASTIC FALL GUIDE

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



**Note:** All content subject to change





# OCTOBER



# THE 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,



**Note:** All content subject to change



 NOVEMBER




# 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



**Note:** All content subject to change



 **DECEMBER**

# 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



**Note:** All content subject to change