

|   | JANUARY  | FEBRUARY   | MARCH   | APRIL   | MAY  | JUNE   | JULY  | AUGUST   | SEPTEMBER  | OCTOBER   | NOVEMBER   | DECEMBER  |   |  |
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| <b>Entertainment</b><br><br> | <br><b>SheKnows goes to the shows [Golden Globe Awards edition]:</b> SheKnows Entertainment delivers Australia's red carpet fashions, news, celebrities, awards and photos. | <br><b>SheKnows goes to the shows [Academy Awards edition]:</b> Get the hottest in red carpet fashions, news, celebrities, awards and photos. PLUS: SheKnows reviews the hottest Aussie celeb athletes.               | <br><b>SheKnows goes to the shows [MTV Australia Awards edition]:</b> SheKnows Entertainment delivers Australia's red carpet fashions, news, celebrities, awards and photos.           | <br><b>Autumn family film guide:</b> Gather the whole family for the release of our Australian's Autumn Family Film Guide, with the new movies for all ages to enjoy!                                    | <br><b>SheKnows goes to the shows [The Logie Awards edition]:</b> SheKnows Entertainment delivers Australia's red carpet fashions, news, celebrities, awards and photos.                                     | <br><b>Australia's entertainment coverage sweeps:</b> Claim your spot on the couch and find out what to watch on TV this season.  | <br><b>Blockbusters of the year review:</b> SheKnows shares and reviews the latest and hottest must-see blockbusters. (Already released and upcoming!)   | <br><b>SheKnows goes to the shows [Emmy Awards/ British Academy TV Awards / British Soaps Awards edition]:</b> See Australia's best of the best in red carpet fashions, news, celebrities, awards and photos! | <br><b>SheKnows spring entertainment guide - films, TV &amp; music:</b> From the Emmys to the best films and shows of the season, SheKnows Entertainment has you covered.         | <br><b>SheKnows goes to the shows [Australian Nickelodeon Kids' Choice Awards edition]:</b> See your favourite Australian celebs as SheKnows covers the red carpet, nominees and more! | <br><b>Celebrity photo extravaganza:</b> SheKnows covers top celebs, best bikini bodies, hottest celebrity mums, cutest couples in the spotlight and more!                                      | <br><b>Best of Aussie's entertainment:</b> SheKnows Entertainment Editors reflect on the best of 2011: Film, TV, music, celebrity gossip and our juiciest interviews!                                  |   |  |
|   | <b>Beauty</b><br><br>   | <br><b>New Year: Simple and easy ways to look be-you-ti-ful!</b> SheKnows shares simple (and easy!) beauty tips to help you look your best in just 8 few steps. PLUS: Keep your nails looking salon-perfect all year. | <br><b>Your body rocks!</b> Learn how to dress for your body type, accentuate your hottest features, go back to your natural hair color and learn to love the way you look <u>now!</u> | <br><b>SheKnows [Autumn Style Guide]:</b> Fashionistas beware: It's time for Autumn fashion, and we are uncovering Australia's latest deals & trends.  | <br><b>All about hair!</b> We're uncovering the best hair tips to help you get the look you want, whether you are looking to enhance your natural locks or change it up. PLUS: How-to survive a bad hair day! | <br><b>Sexy winter skin:</b> Find out how to pamper and protect your skin from the winter cold. Plus SheKnows shows you how to tell those age spots and wrinkles to scram! | <br><b>The formal! Prom night countdown:</b> Get the latest in prom fashions and hairstyles, accessories and this year's hottest trends.   | <br><b>SheKnows flawless fashion [Winter Style Guide]:</b> Latest Aussie trends, tips, and tricks for rocking the winter look. The latest styles/products that will keep you looking your best this season.   | <br><b>Fashionista on a budget:</b> Today, who's not on a budget?! SheKnows offers a guide about how to look good and be fashionable on a budget!                                 | <br><b>SheKnows flawless fashion [Spring Style Guide]:</b> We review refreshing Spring fashion, romantic colours and trends and find the best deals on accessories this season.        | <br><b>What's mum wearing this spring?:</b> The latest in mummy fashion and style on mum-approved budgets. PLUS: Stained lips are back!   | <br><b>Take a dip in the fountain of youth:</b> Look beautiful at any age, with these makeup and style tips by age group, and spotlight on anti-aging. PLUS: Hot, colourful rainbow shades!            | <br><b>SheKnows flawless fashion [Summer Style Guide]:</b> Latest Aussie trends, tips, and tricks for rocking the summer look. BONUS: Tips and advices to start shopping for the perfect bathing suit. |  |
|   |  | <b>Love</b><br><br>   | <br><b>Get the love life you want:</b> Indulge in this series of how-to style dating tips, sex tips, relationship and expert advice. PLUS: Is your man actually good in bed?!          | <br><b>She loves love:</b> Whether it's doing something special with the one you love or taking the time to do something special for YOU, SheKnows shows you how to make the most of this loving season! | <br><b>Fresh start - overhaul your love life:</b> Learn how to meet The One, put your sex life on steroids, gain confidence and more. PLUS: Find out why you're better off after the divorce.                 | <br><b>Marriage makeovers:</b> Find happiness all over again with these marriage tips and simple (and cheap!) ways to show you care.  | <br><b>Summer love guide:</b> Summer lovin' is at its best with these tips on romantic getaways, dating dos and don'ts and more! PLUS: LDR... SheKnows dedicates a special section to long distance love! | <br><b>Making time for each other:</b> Grow closer to your partner with communication, special date night ideas, dealing with fights, rekindling the romance and meeting the relatives.                       | <br><b>Hooking up:</b> The rules, the risks and reasons we love it, learn from it, get burned by it and continue to do it. PLUS: The best sex of your life!                       | <br><b>De-clutter your love life:</b> Learn how to let go of loves lost, get breakup tips, find out how to forgive, forget and move on.  | <br><b>Sexual health - (Even your most embarrassing) questions answered:</b> Get answers to common health questions, find out how to find the right doctor, and know when to seek medical help. | <br><b>Splendidly single:</b> Become a master of the single life: kissing, flirting, dating, strengthening friendships and pampering your totally awesome self.  | <br><b>Sex in the summer:</b> Heat things up with our tips for spicing up and revitalizing your sex life, marriage and relationship.   | <br><b>Looking at your love life under a microscope:</b> Are you in the relationship you want? SheKnows helps you reflect on your love life in 2011 to help set you (or keep you!) on the love train in 2012. |
|   |  |  | <b>Parenting</b><br><br>   | <br><b>Promoting literacy:</b> Prepare kids to read with our at-home reading activities and overview of a few different literacy programs.   | <br><b>Pregnancy in 2011:</b> Our Parenting Experts share pregnancy and fertility tips, must-read advice on baby weight, with a special focus on new mums.  | <br><b>All about baby:</b> Our Parenting Editors offer the best baby food recipes, top baby names, top registry items. PLUS: Is breast really best?                       | <br><b>The teen years:</b> Don't let your teen drive you bananas. Learn how to handle the ups and downs, and find out how to save your sanity while dealing with dating, PMS, grades, parties & beyond!  | <br><b>Indulging mum:</b> Find Mother's Day ideas, gifts, travel tips, recipes, family activities, spa treatments and more for mum. PLUS: Reviewing the pros and cons of becoming foster parents.            | <br><b>Real mum journeys:</b> Realize you're not alone on this journey! SheKnows reviews common frustrations, parental fears, difficult situations, and the joys of motherhood. | <br><b>Technology and kids:</b> Learn what you need to know about computers and kids, texting, and surprising trends with teens and technology.                                      | <br><b>New mums:</b> Find a survival guide to the good, the bad & the ugly, plus maternity and baby fashions. PLUS: SheKnows 2011 Parent's Choice Awards launches                             | <br><b>Manners &amp; responsibilities:</b> Manners make a comeback, and it's up to you to enforce. Learn how to teach your kids manners and responsibility. PLUS: All you need to welcome baby home. | <br><b>2011 SheKnows Parent's Choice Awards, winners revealed:</b> Readers Choice and Editor's Choice winners are revealed for best parenting products and services!                                 | <br><b>Parenting techniques:</b> SheKnows investigates the different parenting styles and techniques that modern families use to raise children.  |

# SHEKNOWS AUSTRALIA 2011 Editorial Calendar

Note: All content subject to change

## Home

AUSTRALIA



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## Living

AUSTRALIA



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## Food

AUSTRALIA



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## Health

AUSTRALIA



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## ALSO: Holidays

**JANUARY**  
New Year's Day, Australia's Day

**FEBRUARY**  
Valentine's Day

**MARCH**  
St. Patrick's Day, Good Friday, Labour Day

**APRIL**  
Easter, Anzac Day

**MAY**  
Mother's Day, Labour Day

**JUNE**  
Queen's Birthday

**AUGUST**  
Picnic Day

**SEPTEMBER**  
Father's Day

**OCTOBER**  
Halloween, Labour Day

**NOVEMBER**  
Family Day, Melbourne Cup Day

**DECEMBER**  
Christmas, Boxing Day, New Year's Eve