





SHEKNOWS FAMILY 2011 Editorial Calendar

Note: All content subject to change

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	 <p>Healthy, kid-friendly recipes: Even the pickiest eaters will gobble up these delicious recipes, each crafted with attention to their young food sensibilities -- and shhh, they're also nutritious.</p>	 <p>Valentine's Day treats: Whether you're baking some sugary lovin' for Papa Bear or giving the kids something to share with the class (or both?) we have fun, easy recipes they'll all fall in love with.</p>	 <p>Easter treats and eggcellent egg recipes: Hop into spring with these fun sweet treats you and the kids can make together. We also have some creative ways to cook up those colored eggs once the fun is done.</p>	 <p>Salads for kids: Wait, what? Is it possible to get kids to eat their greens without smothering them in chicken fingers and French fries? Yes. With these recipes, you can.</p>	 <p>Taste of summer: Get the kids outside and into the fresh air with these BBQ recipes and cool treats that positively scream "summer's almost here!"</p>	 <p>Summer pie-pa-looza: Cobblers, grunts, summer and pies, oh my! This month, we are all about stuffing summer fruits into flaky, buttery crusts and serving 'em up to hungry BBQ guests.</p>	 <p>No-cook meals to beat the heat: Who wants to add more heat to the sweltering summer? Scrap the stove altogether with these tasty uncooked options. PLUS: Fun summer food crafts for kids.</p>	 <p>Back-to-school blast: Quickie breakfasts, brown-bag lunches and week-night din-dins. We've got you covered with recipes and ideas the kids will love.</p>	 <p>Fall in love with fall casseroles: The nights are growing longer, the air is getting cooler. Time to whip out the casseroles to warm their bellies and save you time and money.</p>	 <p>Halloween treats: It's scary how much fun the kids will have making these Halloween recipes and treats.</p>	 <p>Thanksgiving Sides and desserts: Move over, turkey. This month, we're taking your typical Turkey Day sides and sweets and giving them some oomph the whole family will be raving and craving for.</p>	 <p>Cookies, cookies and more cookies: Baking cookies with Ma will be one of their strongest holiday memories. We're serving up recipes worthy of passing on to their own kids!</p>
	 <p>New mom how-tos: Your first year with baby -- from your post-preggy body to caring for your newborn, we will help you through the fun (and somewhat challenging) first year with baby.</p>	 <p>Let's talk about sex: Whether you're trying to conceive, already pregnant or have a newborn, we dive into the top sex questions and problems moms-to-be and new moms face.</p>	 <p>Birthing options: From hospital births to home births, we explore all the options for moms-to-be. PLUS: Birth stories</p>	 <p>All about spring: We focus on spring cleaning, organizing and nursery/baby room decorating. Also, Easter basket gift ideas for babies and toddlers.</p>	 <p>Super duper moms: This month is all about empowering new moms -- at work, at home, in relationships and with hobbies. PLUS: Mom's Day gift ideas!</p>	 <p>A to Zzzzzz: A good night's sleep is about as elusive to a new mama as dropping the preggy pounds post-birth. We offer helpful tips for you and baby.</p>	 <p>Labor and delivery tools: Eek! How much will it hurt? How can I minimize the pain? Is a C-section for me? Calm down, sister. We'll answer all these questions and more.</p>	 <p>Hot, sexy mama!: Time to get your post-partum tush back in gear, missy. Find out how to safely and quickly lose weight and get back in shape after baby is born.</p>	 <p>Work it, baby, work it: Going back to work after baby can be tough. We focus on working moms, including breastfeeding and pumping tips, dealing with new-mom guilt and back-to-work-fashion.</p>	 <p>Fertility and conception: This month is all about baby makin'. We'll be covering the latest research and procedures, plus the risks women of different ages face when trying to conceive.</p>	 <p>Mommy must-haves: Find the best and most budget-friendly baby gear, from strollers and high-chairs to monitors and car seats.</p>	 <p>Holiday toy roundup: This month is all about gifts that baby, mom & the mom-to-be will love! Also find out how to keep baby's nap schedule on track during holiday travels.</p>
	 <p>2011 mom challenge: What are your resolutions for the new year? SheKnows helps you accomplish them with must-have tips on keeping your family organized, well-behaved and healthy.</p>	 <p>Marriage after kids: Valentine's Day ain't what it used to be when you have kids. Explore why parents fight, what to do when you're too tired for sex, how to keep the spark alive and more.</p>	 <p>Get your spring on: Help your kids reconnect with nature by getting them into the fresh air. We deliver kid-friendly guides to gardening, outdoor activities, games, crafts and more.</p>	 <p>Prom night countdown: It's prom season. Get tips on the hottest prom fashions and trends, plus look at teens/ tweens and those first relationships.</p>	 <p>School's out: Check out our family-friendly travel ideas and summer planning tips on everything from summer camp to planning on a budget.</p>	 <p>Just dads: Summer's here! We have family-friendly activities for the entire crew. Plus cool ways to make Dad feel special on Father's Day.</p>	 <p>High-tech fams: A look at social networking, online games for kids, online safety, cyber bullying and new high-tech gadgets that keep families connected.</p>	 <p>Back-to-school: Tips for getting your toddler potty trained before pre-school, easing back-to-school fears and tips for getting supplies on a budget.</p>	 <p>Ain't they grand?: Grandparents Day is Sept. 22, so this month is all about granny and gramps!</p>	 <p>Halloween fun: We serve up the tricks and treats with fun activities and crafts, plus how to create the perfect costume on a budget.</p>	 <p>The budget-savvy mom: We're all about raising your family on a budget. Experts and real moms share how they save money.</p>	 <p>Year in review: We examine parenting hot topics of the year, celebrity parents, top kids movies and books, and more.</p>
	 <p>Popular name predictions 2011: Popular baby name predictions for 2011, which baby names are trending and which ones are losing their mojo. Plus, a look back at 2010's most popular monikers.</p>	 <p>Will you be my valentina?: Or Casanova? Or Romeo? This month is all about love and romance, so we're looking into the most romantic baby names.</p>	 <p>Go for the globe: In honor of St. Patty's Day, we're taking a trip around the world to discover baby name origins.</p>	 <p>Pop culture babies: From celebs to politicians, sports stars to music lyrics, pop culture has a huge impact on our naming conventions. This month, we explore the trends of today and yesterday.</p>	 <p>Social Security top 100 list: The Social Security Administration will release their top 100 baby names of 2010. We will report newcomers, trends and more.</p>	 <p>Baby name drill-down: Still looking for that perfect baby name and tired of poring over books? Take our fun baby name quizzes to help you nail down the perfect name.</p>	 <p>Traditional baby names: This month, we take a look at the traditional, classic and old-fashioned baby names.</p>	 <p>Baby name brawl: Whether your hubby disagrees, the in-laws insist on family names or your best friend wants to snatch your favorite name, we help you sort through your toughest baby naming drama.</p>	 <p>One-of-a-kind baby names: Many parents avoid name trends to find unusual names that set their kids apart. We focus on those cool, yet unusual names that will make your friends say, "Why didn't I think of that?"</p>	 <p>Siblings, siblings, siblings: We look at sibling and multiples naming trends, such as names that all start with the same letter, rhyming names, same initials and more.</p>	 <p>Fall inspiration: Let the changing seasons inspire your baby name choice and learn tips on selecting a first and middle name that will blend well with your last name.</p>	 <p>Exotic names: We explore exotic names from around the world this month, including the ones climbing US charts and top names from around the world.</p>

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GeoParent



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Washington	Indiana	Arizona	Maryland	Tennessee	Minnesota	Wisconsin	Mississippi	Colorado	Utah	Connecticut	Oregon
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PREGNANCY fashion



1st-trimester fashion: Focus on newly pregnant women in their 1st trimesters. Find out which "essentials" you should buy now, wait on, or skip altogether.	2nd-trimester stylish: Also known as the honeymoon phase of pregnancy, the 2nd trimester is the perfect time to show off your newly formed baby bump.	3rd-trimester trend-setter: Want to look fabulous when you are in the homestretch? From pregnancy-friendly shoes to no-fuss styles, find out what to wear in those last few months of pregnancy.	Spring fashions for moms-to-be: We round up the hottest spring maternity trends, including celeb mama style, work clothes and baby shower-chic. We also look at top celeb maternity designers!	Professional and pregnant: We help pregnant moms look great at work with professional maternity wear that is both stylish and affordable. Get tips on basic essentials and accessories.	Summer swimwear: Focus on the hottest maternity looks to keep you cool. From bathing suits to cover ups and shorts, find out what to stock up on this summer.	Preggo party-chic: Whether you are looking for the perfect baby shower dress, going to a wedding or will be a bride-to-be yourself, we help you find the perfect outfit for special occasions.	Celeb maternity style: Celebs always seem to look effortlessly stylish while pregnant. We take some of our favorite celebrity maternity looks and show you how to steal their style on a budget.	Fall maternity fashion roundup: Find out which maternity fashions will help keep you warm and on-trend this fall.	Rock the coat: Round up of the top maternity coat styles - whether you're looking for something professional or casual. PLUS: Fun maternity Halloween costumes!	Enhancing your glow: Your wardrobe isn't the only thing that changes during pregnancy. You'll also need some beauty and hair tips to complement your new style.	Pregnant pause: We take a look back at the most stylish celebs of 2011, top maternity trends and make predictions for 2012. PLUS: Stylish options for the New Year's bash.

Real Moms GUIDE



A year's worth of coverage on Real Moms Guide - Real mommy bloggers get real about parenting, pregnancy and more -- from current parenting-related events to sharing experiences - from one mom to another.	A year's worth of coverage on Celebrity Pregnancy - From the first bump alert to the final contraction, we're following the breaking bump trends from the most gorgeous -- and stylish -- celebrity moms.

Advocacy and awareness



Creativity Month, Poverty in America Awareness Month	Black History Month, Bake for Family Fun, Children's Dental Health Month	Women's History Month, Craft Month, Poison Prevention Awareness Month, Youth Art Month	Autism Awareness Month, Child Abuse Prevention Month, Youth Sports Safety Month	Asian Pacific American Heritage Month, Allergy/Asthma Awareness Month, Family Wellness Month	Childhood Cancer Awareness Month, Children's Awareness Month, Potty Training Awareness Month	Family Reunion Month, Bereaved Parents Awareness Month, Black Family Month	National Immunization Awareness Month, Children's Eye Health And Safety Month	Hispanic Heritage Month (Sept. 15 - Oct. 15) Attention Deficit Hyperactivity Disorder Month	Pregnancy and Infant Loss Awareness Month, Breast Cancer Awareness Month, Down Syndrome Awareness Month	American Indian Heritage Month, Adoption Awareness Month	Safe Toys and Gifts Month

Holidays



New Year's Day, Martin Luther King, Jr.'s birthday	Groundhog Day, Valentine's Day	St. Patrick's Day	Good Friday, Easter Sunday	May Day, Mother's Day, Memorial Day	Flag Day, Father's Day, Summer Begins	Independence Day	Back to School	Labor Day, Autumn begins, Rosh Hashanah	Yom Kippur, Columbus Day, Halloween	Veterans Day, Thanksgiving	Hanukkah, Christmas, Kwanzaa