

SHEKNOWS BEAUTY 2012 EDITORIAL CALENDAR

Note: All content subject to change

SHEKNOWS BEAUTY



JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
New year, new beautiful you Resolve to make some changes. We'll offer simple ways to make your beauty routine easier and healthier. From the little mistakes that are sabotaging your routine, to the products to keep your eye on this year, we have you covered.	Love your look Love's in the air, and we want you to love your look. Get individualized tips for working with your body and beauty type and learn to embrace your real style.	Spring beauty and fashion guide Put away your heavy moisturizers and coats, and check out the newest, flirtest spring fashions and beauty products for brightening up your look this season. Don't miss our style watch as we scout the latest celeb style trends.	Budget beauty and style Looking beautiful isn't easy, but it doesn't have to break the bank. Check out our top picks in beauty and fashion and get tips on streamlining your beauty/fashion budget. Plus -- get our top picks for Spa Week deals across the country!	All about moms We're dedicating the month to all the hot mamas out there. Check out the hottest gift ideas for the mom in your life, mom-friendly fashions and beauty items, tips for pampering moms and for milt-proof makeup to SPF 101 and sexy summer legs.	Style up for summer Take advantage of summer's scorching hot fashion trends to spice up your style. We've got your summer handbook from humidity-friendly hair and melt-proof makeup to SPF 101 and sexy summer legs.	Hair, hair, hair Stuck in a hair rut? You won't be after you check out our tips for spicing up your look and achieving runway-ready locks. Get the hottest hairstyle trends in Hollywood, hair care tips and more!	Traveling beauty Summer's almost over and it's time to squeeze in one last vacay. Don't leave before reading our expert tips on what fashions and beauty goodies to bring along with you. PLUS: we uncover some of the best spa destinations and must-try treatments.	Fall beauty and fashion guide Saying goodbye to summer is always sad, but once you see these stylish fall fashions and beauty products, you'll be ready to switch seasons.	Skin, skin, skin As the mercury drops and our skin starts to dry up, we're focusing on the best in skin care (facial and body). We're talking fail-proof routines, anti-aging goodies, personalized skin care regimens and blemish busters.	Holiday survival guide We're taking all the stress out of the holiday season with trendy style and beauty tips, gift guides and more. Don't miss our budget-friendly guide to the season!	Flawless Winter Fashion The weather outside is frightful, but these styles are anything but. We're sharing the hottest new fashions and products that will keep you warm and fashionable all season long. And don't miss our style watch as we scout the latest celeb style trends.

SHEKNOWS LOVE



Love resolutions A new year means it's time to evaluate our relationships, and we're sharing our love resolutions for being a better girlfriend, wife, sister, friend and more!	Rev up the romance Love is in the air and we're offering our expert tips for rekindling a dying flame or reinforcing your love. Also, check out our top gift ideas for V-Day and cute date ideas.	Love online We're exploring the ways the online world has influenced the way we date and offering you single ladies tips for navigating the crazy world of online dating. From how to flirt on Facebook to the rules of dating sites, we have you covered!	Weddings 101 We're taking all the work out of planning a wedding for you, ladies. From flowers and dresses to dealing with your potential in-laws, we'll be your go-to wedding guide.	Love & friendship This May, we're exploring the importance of our female relationships. From how to nurture your female friendships to how to survive a friend breakup, we've got you covered.	Summer lovin' Whether you're single and ready to mingle or fully-committed, we have your summer lovin' guide. From date ideas to weekend getaways, we'll cover every romantic aspect for you.	Let the sparks fly Sex up your relationship all throughout July! Embrace the heat by getting sweaty with your significant other, and keep him coming back for more with our tips on how to rock his world.	Breaking up is hard to do Whether you were dating a few months or married a few years, breaking up is never easy. We're going to make it a bit easier with these recovery tips.	Sexual health You might be too embarrassed to ask these questions, but we certainly aren't. We're getting to the bottom of some of your biggest sexual health fears.	Communication 101 Learn how to fight fair and resolve some of love's biggest obstacles with our communication tips. From understanding guys better to decoding their messages, we dive into What He Wants for ways to improve the way you communicate.	Holiday survival guide Holidays can bring out the best or the worst in our relationships. Check out our tips for everything from what to do/say when you're getting together with his family for the holidays to how to handle gift-giving with your honey.	Winter lover's land It's our spin on a winter wonderland as we welcome you to all things magical about love during the holidays. From romantic dates to those special ways to spoil the one you love, be prepared for gift ideas galore and more!

loving you BEAUTY



Anti-aging Turn over a new leaf in your beauty routine and tackle the top beauty and fashion mistakes that age you the most. Also, check out tips for dressing appropriately for every age.	Fashion Week 2012 Learn how to score some of the hottest new trends on the cheap and apply the runway looks to real life. PLUS: Valentine's Day may only be one day but we're covering pink, red and hearts-inspired fashion all month long!	Makeup madness Are you ready for some makeup and fashion? While your guy is hyping up for March Madness, hype up your beauty with our makeup madness month!	Going green Find out what's really in your favorite products and what your favorite clothes are really made of. We'll show you some of the cutest trend-setting, environmentally-friendly brands on the market.	Hair, hair, hair Stuck in a hair rut? You won't be after you check out our tips for spicing up your look and achieving runway-ready locks. Get the hottest hairstyle trends in Hollywood, hair care tips and more!	Summer beauty and fashion Get ready for summer with these sexy styles and scorching hot hair/makeup trends.	Beauty dos & don'ts From tragic tanning mistakes to fashion fails, we cover the dos and don'ts of the season's style to make sure you always leave the house perfectly polished.	Back to school beauty and style It's time to hit the books again, but not without consulting our back-to-school beauty and style guide first! Find all the latest looks and trends so you (or your kids!) will turn heads down the halls.	Look like a celebrity Fall TV season is around the corner and we're showing you how to score your favorite celebs' looks for less. From primetime stars to Hollywood's hottest, we'll find the hairstyles, makeup and fashions that you don't want to miss.	Spooky good style Whether you're trick or treating, staying in or partying it up, we have a Halloween look you'll die for. Get costume inspiration from your favorite celebs and makeup ideas from the professionals.	Beat skin winter woes The cold air in winter tends to irritate and dry out skin. Find out how to keep your epidermis looking and feeling fresh, soft and smooth with our winter skin care guide.	Flawless winter fashion Holiday parties are on the rise. Make a dazzling impression with our holiday makeup and hairstyle how-tos and style guide. Black tie or cocktail, we have a look for every type of get together!

loving you LOVE



Love like new It's time to freshen up your romance! Keep your relationship feeling brand spanking new and hot as we help make sure your love in 2012 starts out on the right foot. Scrap the old boring dates and start anew with our fun ideas.	Step into love Valentine's Day is the perfect way to rev up your romance. Whether it's a new love interest or an old flame, we'll help you keep the love burning strong this month (and beyond!).	Spring single guide Care for yourself while also keeping your eye on the prize. We'll share our spring single and dating guide, which includes tips on being a great friend, knowing when to put yourself first, and more!	Organic love What is it that attracts you to someone? What common traits are guys drawn to in women? This month we explore the science of love and what we've learned thus far about love, lust, attraction and sexual influences.	Turn up the heat The weather isn't the only thing getting hot around here... We'll show you how to spice up your relationship and sex life, just in time for summer!	Love getaway A romantic getaway is always a great way to recharge your love! Find out where top Hollywood couples are vacationing, what romantic books will sweep you off your feet and get tips on some of the most romantic travel destinations for lovebirds.	Long distance love Whether your lover is heading the opposite way for school or you've relocated to another area for work, long-distance relationships can be tough. With our help, though, you'll feel closer to your guy than ever before!	Hot and mushy You know all those pet names you have for one another that drive your friends bonkers? We want to hear all about it this month! We're discussing love letters, cutesy gift ideas, mushy pet names and more.	Mind of a man If your relationship is going through some tough times, we've got just the right tips for you. We'll help you navigate through his mind with our mind of a man month. Find out what he knows.	Love in Hollywood Celeb couples can sometimes give us the spookies -- the scandals, the unexpected pair-ups and the scary-weird names they choose for their kids. Take a look at the love in Hollywood that topped the headlines this year.	Warm up your romance From 25 ways to improve communication, to silly ideas for snuggling up with your sweetie, we're taking advantage of the cool weather and scooting just a little closer to the ones we love.	Happy for the holidays There's no better feeling than being surrounded by love around the holidays. Learn how to embrace the ones you love and show others you care. PLUS: don't miss our holiday gift guide with thoughtful gift ideas for everyone on your list.

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Hairstyle Lounge



Hair how-tos:

We're showing you how to get the hairstyles you love from the runway, the red carpet and even the girl next door! From dramatic updos to simple, everyday hair, we're showing you how to take your hair from blah to beautiful in no time.

Hair 911:

Frizzy or flat, wavy or wild, we've got the solution for your hair emergency. Use our weather tool to find over 60 styles for your specific hair type and the weather conditions outdoors, or check our Hair 911 series to find fast fixes for funky hair.

Style secrets:

From quick wash-and-go styles to the best styling tools for your hair type – and budget! – we're giving you all the style secrets you need to get haute hair in a hot minute.

CELEBSALON




A year's worth of coverage from CelebSalon:

CelebSalon combs through the hottest and latest celebrity hairdos, with up-to-the-minute coverage on colors, styles and cut trends from the red carpet and beyond.

HOLIDAYS



											
New Year's Day	Valentine's Day, Heart Health	St. Patrick's Day	Easter, Passover, Earth Day	Mother's Day, Memorial Day	Father's Day	4th of July	Back to School	Labor Day, Rosh Hashanah	Halloween, Yom Kippur, Breast Cancer Awareness	Thanksgiving, Vegan Month	Christmas, Hanukkah, New Year's Eve