

SHEKNOWS FAMILY 2012 EDITORIAL CALENDAR

Note: All content subject to change













| JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
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|  Healthy family favorites If your goal is to get in shape this year, why not bring the whole family in on the fun of healthy eating? Try these simple, healthy makeovers to get everyone starting the year off right. |  Valentine's Day goodies Forego the store-bought treats in exchange for some Valentine's fun in the kitchen. BONUS: Cookies and treats that double as gifts! |  Meal ideas under \$20 What you cook up in the kitchen doesn't need to break the bank. Learn how to plan ahead, make a smarter grocery list and try our deliciously economical dinner recipes that feed the whole family. |  "Egg"cellent egg recipes Hop into spring with creative ways to cook up those colored eggs once the Easter fun is done. PLUS: Kid-friendly brunch recipes. |  Mother's Day You spend the whole year taking care of your brood -- let someone else take the reins this month! Explore different recipes kids can make themselves, giving you room for some much-needed "me" time. |  No bake basics With the heat turning up, it's time turn down the oven. Plan a month's worth of meals that hardly touch the flames. |  National Ice Cream Month Whether you prefer rocky road, vanilla or mint chocolate chip, July is the hottest month of the year and the perfect time to celebrate all things ice cream. PLUS: Healthy brown bag lunch swaps. |  Back-to-school essentials While you're out buying pencils and calculators, stock up on simple ingredients that help make school night dinners quick and easy. PLUS: Healthy brown bag lunch swaps. |  Delicious breakfasts Even if you're usually rushing out the door, breakfast is no meal to skip. Try our energy-packed, quick and easy recipes the whole family can grab on the go. PLUS: Power house immune system-boosting foods to get you through the cold and flu season. |  Perfect pumpkin Enjoy the many ways to prepare, decorate and just plain play with this favorite autumn fruit. PLUS: The spookiest Halloween treats. |  Quick and easy Thanksgiving Whether you're preparing dinner for two or 20, try these quick and easy recipes that cut down your time in the kitchen -- letting you spend more time with your loved ones. |  Leader of the leftovers Large holiday feasts can taste even better the next day -- with the right recipe. Try these simple tips and tricks to make your Christmas ham stay delicious days after the main event. |















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|  Having your baby Whether you give birth at a hospital or at home, with a midwife or a doctor, we lay out all of the options and the pros and cons of each. |  Baby making 101 What better time to discuss sex than V-day month? We're talking about the baby-making kind. We tackle the top sex questions and problems moms-to-be and new moms face. |  New mom adjustments Who said being a new mom was easy? We have help. From your post-preggo body to caring for your new baby, we focus on new motherhood this month. |  Spring is in the air From cleaning, organizing and decorating the nursery to pulling together your baby's first Easter basket, we talk about the spring season. PLUS: Prom Night. |  All about Mom With Mother's Day this month, we're focusing on you -- how to juggle your new baby, your job and maybe even a little personal time. |  Fertility and conception From natural conception to the latest in reproductive technology, we're covering getting pregnant this month. Check our expert advice. |  Labor and delivery You've baked that baby for ten months -- now it's time to bring her into the world. Do you know what to expect? From handling the pain to natural delivery, we're here to help. |  Get that body back, Mama! Ready to shed the pregnancy pounds? We have tips and expert advice for getting your post-baby body back in rockin' shape. |  Pregnancy basics From stretch marks to morning sickness, pregnancy is full of new experiences. It's also an amazing time. We're running through the pregnancy basics this month. |  SIDS Awareness and baby safety October is SIDS Awareness Month. Get the latest on preventing SIDS, as well as the 4-1-1 on baby safety. |  Baby gear galore From the hottest high chairs to strollers, we have the scoop on must-have baby gear, as well as the items you should skip. |  Baby's first Christmas Is your newest family member celebrating the holiday for the first time? Get tips on toys, holiday schedules and holiday travel with a baby. |
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|  Family New Year's resolutions New Year's resolutions aren't just for individuals anymore. We're talking about the best plans and ideas for your family to kick the New Year off right and have your best year yet. |  Married with Children It's tough to be a parent! We dish on the strains and perks of parenthood: on sex, friendship, career and marriage. PLUS: Valentine's Day special: Connect with your spouse and plan a date night. |  Spring spectacular From planning the perfect family spring break to growing a family garden and getting your family into the spring cleaning season, we're making your spring spectacular. |  Family finances As tax day approaches, we're helping you get your family finances in order and teach kids of all ages the importance of money. PLUS: Prom Night: Prom night safety and helping your teen pick the perfect dress. |  Mom's the word We're not just celebrating moms on Mother's Day this year -- we're celebrating moms all month long! From the best Mother's Day Gift Guide ever to ways for moms to relax and enjoy some "me" time, we're looking at all things mom. |  Summer fun We've got summer covered with tips on planning the perfect vacation, sun safety and our Summer Fun Entertainment Guide for the whole family. PLUS: Father's Day Gift Guide. |  That's hot! From getting your pre-mom hot body back, to the hottest products of summer, hottest family vacation spots and the hottest parenting debates/topics, we're turning up the heat in July! Plus: Stay at home mom focus. |  Back to school Our go-to Back to School Guide will help make this your easiest transition yet. We're dishing deals on school supplies, must-have gear, getting organized and more. PLUS: Working mom bonus focus. |  Technology issue Families are becoming even more high-tech and we're talking about everything from kids and using technology safely to the must-have tech gadgets your family will love. PLUS: Ultimate Halloween Costume Guide. |  Fantastic fall Fall Family Entertainment Guide has the best in movies, books, family activities, crafts, fashion and fall sports. PLUS: Ultimate Halloween Costume Guide. |  Gratitude and attitude Teaching kids how to be generous, thankful and caring is the focus of our November editorial. From ways to get kids involved in charity to planning the perfect Thanksgiving, we're losing the attitude and filling up on gratitude. |  Best of the year We're focused on the best of the best for 2012 -- from hot parenting trends, gear and topics to the best family entertainment and biggest news stories. PLUS: Holiday Break Guide. |
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|  Popular baby names What will be the most popular and trendy baby names for 2012? We'll give you our predictions on what monikers will be popular this year. |  Baby names from love stories Love is in the air and we're spotlighting baby names from the most popular love stories of all time. |  Celebrity baby names We're looking at baby names of 2011, and from summer moms and the cool names celebs are picking for their tots. |  Rare and recycled baby names It's Earth Day month and we're looking at rare baby names on the brink of becoming endangered and fun ways to recycle family monikers. |  Top 100 baby names As we get the top 100 baby names of 2011, we'll look at what made the list this year. |  Summer inspired baby names From trees to fruits, and from summer flowers to summer lovin', we're looking at baby names inspired by the summer season. |  The coolest baby names ever From the best celeb baby names to what's super trendy and cool now to some new and unusual names you've never considered, we're listing out the coolest baby names from around the globe. |  Literature and the classics From our favorite pieces of literature to the classic baby names that never seem passé, we're listing out the tried and true names that never go out of style. |  Last name first Some last names make really cool first names, so we're taking a crack at the best last names to use for a fabulous, unique first name. |  Fall-inspired baby names We're looking at baby names inspired by the fall season. |  Baby names inspired by music We're taking a look at our favorite bands, musicians, artists and musical terms and seeing what baby names have a nice ring to them. |  Pop culture As we look at the year in review, we'll tell you what stories, trends and pop culture baby names are popping up along with famous names in the history of Hollywood. |
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GeoParent



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

PREGNANCY fashion



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| Winter fashion What are the hottest maternity fashion trends for winter? PLUS: Winter coats and boots for pregnant moms. | Red hot maternity fashion Love is in the air and we're spotlighting some red hot maternity fashions you'll fall in love with. PLUS: Valentine's Day: The perfect maternity dress to wear on your date. | Spring fashion We're putting the focus on fun new spring fashions and makeup trends for moms-to-be. PLUS: Spring's best maternity dresses and celebrity fashion. | Eco-friendly maternity fashion It's Earth Day month and we're looking at fun maternity fashions around the globe. PLUS: Fun maternity pieces that can be re-used when no longer expecting and hot eco-friendly accessories | Swimsuit season We look at the best maternity bathing suits. PLUS: For Mother's Day, we're looking at celeb moms and their best maternity styles. | Summer fashion What are the summer's best maternity fashion trends? PLUS: Fun accessories for the beach and vacation. | All about the dress We're picking the best summer maternity dresses you'll love for every occasion -- your family reunion, a day out and about or just relaxing at home. PLUS: Best summer sandals for pregnant moms and celebrity fashion. | Working pregnant mom For the professional pregnant woman, we're focusing on some great maternity fashions for the office. PLUS: Best maternity sleepwear. | All about denim We've scoured the shelves and selected the best maternity jeans just for you. PLUS: Fun fall jackets/coat guide and celebrity fashion. | Fall fashion We're looking at the best fashion trends for expecting moms for the fall season. PLUS: Fall boot guide. | Party time We're taking a look at our favorite maternity cocktail dresses and holiday outfits to get you glowing and looking fabulous at your holiday parties and functions. PLUS: Enhance your pregnant glow. | Best of the year We look at the best, most stylish pregnant celebs of the year, our favorite fashions and accessories of the year for the mom-to-be. PLUS: Must-have winter accessories. |

Real Moms GUIDE



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| Our mommy bloggers continue to keep it real with their perspectives and daily blogs on the hottest parenting, pregnancy and baby topics. Focusing on everyday issues many moms struggle with and can relate to, the Real Moms Guide connects readers with other real moms just like them. | Celebrity Pregnancy We're tracking our favorite celebs and bringing you breaking pregnancy news from the first gossip of a potential bump to what baby name is chosen for the sweet celeb bundle of joy. PLUS: Trends and must-steal looks and products from our favorite, beautiful and stylish celeb moms-to-be. |

ADVOCACY AND AWARENESS



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| 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, 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



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| 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 |