

# SHEKNOWS 2012 EDITORIAL CALENDAR

**Note:** All content subject to change

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ENTERTAINMENT	 <p><b>SheKnows Goes to the Shows: Pt. 1</b> SheKnows correspondent Whitney English will be reporting live from the red carpet of the illustrious Golden Globes, Sundance Film Festival and SAG Awards.</p>	 <p><b>SheKnows Goes to the Shows: Pt. 2</b> Awards show season continues with Whitney English talking to the hottest (and most stylish) celebs of the Oscars, Grammys and Mercedes Benz Fashion Week.</p>	 <p><b>Hot young Hollywood</b> Tinseltown's latest "it" guys and girls take the spotlight this month.</p>	 <p><b>Coachella Music Festival</b> What happens at Coachella doesn't stay at Coachella. Known for attracting wild celebrity antics (and fashions), this annual festival is an A-list event -- and SheKnows will be there!</p>	 <p><b>Famous babies</b> In honor of Mother's Day, SheKnows is highlighting Hollywood's most adorable celebrity spawn.</p>	 <p><b>The movie must list</b> SheKnows will be live at the MTV Movie Awards and exploring some of the hottest movies of the year and beyond this month.</p>	 <p><b>Red-hot reads for summer</b> We're burying our heads in all the summer's most talked-about books to find you the perfect pick for your beach bag.</p>	 <p><b>Music musts 2012</b> It's all about the music. SheKnows will be live on the red carpet at the VMAs and highlighting some of the hottest songs for your iPod playlist.</p>	 <p><b>Fall TV 2012</b> The latest news and previews for fall's new and returning shows. PLUS: Emmy Awards coverage!</p>	 <p><b>Halloween spook-tacular</b> Celebrity Halloween costumes, new and classic horror movies to watch with the fam (or by yourself in the dark) and more.</p>	 <p><b>Box office best bets</b> It's holiday box office season. See the latest movie reviews and interviews with the films' biggest stars.  PLUS: In-depth coverage of the fifth and final Twilight film, <i>Breaking Dawn 2</i>.</p>	 <p><b>Best of 2012</b> As the year draws to a close, we look back at some of the year's biggest news, movies, music and more.</p>
BEAUTY	 <p><b>New year, new beautiful you</b> 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.</p>	 <p><b>Love your look</b> 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.</p>	 <p><b>Spring beauty and fashion guide</b> 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.</p>	 <p><b>Budget beauty and style</b> 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!</p>	 <p><b>All about moms</b> 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 our favorite fashionable celeb moms.</p>	 <p><b>Style up for summer</b> Take advantage of summer's scorching hot fashion trends to spice up your style. We've got your summer handbook for everything from humidity-friendly hair and melt-proof makeup to SPF 101 and sexy summer legs.</p>	 <p><b>Hair, hair, hair</b> 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!  PLUS: we uncover some of the best spa destinations and must-try treatments.</p>	 <p><b>Traveling beauty</b> 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.</p>	 <p><b>Fall beauty and fashion guide</b> 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.</p>	 <p><b>Skin, skin, skin</b> 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 fall-proof routines, anti-aging goodies, personalized skin care regimens and blemish busters.</p>	 <p><b>Holiday survival guide</b> 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!</p>	 <p><b>Flawless Winter Fashion</b> 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.</p>
LOVE	 <p><b>Love resolutions</b> 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!</p>	 <p><b>Rev up the romance</b> 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.</p>	 <p><b>Love online</b> 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!</p>	 <p><b>Weddings 101</b> 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.</p>	 <p><b>Love &amp; friendship</b> 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.</p>	 <p><b>Summer lovin'</b> 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.</p>	 <p><b>Let the sparks fly</b> 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.</p>	 <p><b>Breaking up is hard to do</b> 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.</p>	 <p><b>Sexual health</b> 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.</p>	 <p><b>Communication 101</b> 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.</p>	 <p><b>Holiday survival guide</b> Holidays can bring out the best or the worst in our relationships, but we're determined to make sure they bring out the best in yours. 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.</p>	 <p><b>Winter lover's land</b> 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!</p>
PARENTING	 <p><b>Family New Year's resolutions</b> 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.</p>	 <p><b>Married with Children</b> 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.</p>	 <p><b>Spring spectacular</b> 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.</p>	 <p><b>Family finances</b> 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.</p>	 <p><b>Mom's the word</b> 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 talking about all things mom.</p>	 <p><b>Summer fun</b> From getting your 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.</p>	 <p><b>That's hot!</b> 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!</p>	 <p><b>Back to school</b> Our go-to Back to School Guide will help make this year's easiest transition yet. We're dishing deals on school supplies, must-have gear, getting organized and more.  PLUS: Stay at home mom focus.</p>	 <p><b>Technology issue</b> 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: Working mom bonus focus feature.</p>	 <p><b>Fantastic fall</b> Fall Family Entertainment Guide has the best in movies, books, family activities, crafts, fashion and fall sports.  PLUS: Ultimate Halloween Costume Guide.</p>	 <p><b>Gratitude and attitude</b> 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.</p>	 <p><b>Best of the year</b> We're focused on the best of the best for 2012 -- from parenting trends, gear and topics to the best family entertainment and biggest news stories.  PLUS: Holiday Break Guide.</p>

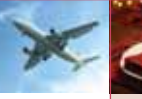
# SHEKNOWS 2012 EDITORIAL CALENDAR

Note: All content subject to change

## HOME

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
											
<b>Home makeover</b> Start the year off fresh with our New Year's resolutions for your home, plus tips on cleaning, organizing, de-cluttering and décor.	<b>DIY home projects</b> Make your home more warm and inviting by giving it your own personal touch. We have the perfect DIY home projects that will do the trick!	<b>Makeover madness</b> It's all about kitchens and baths this month, so hold on to your credit card as we reveal the must-haves of the year. From appliances to décor trends, we are all about giving our most popular rooms an update.	<b>Green goddess</b> It's time to take it outside as we dedicate the month to gardens. From the best flowers and herbs to plant this season, to how-tos and problem solving, our experts tell all.	<b>Backyard fun</b> Get outdoors with our great backyard makeover tips and ideas, outdoor family activities, Memorial Day weekend ideas and more.	<b>Home safety</b> Is your home safe for you and the family? This month, we talk childproofing, surprising toxins, backyard safety for kids and more.	<b>Organization station</b> From your messy kitchen drawers to your chaotic closet, we'll solve all of your storage and organizational problems with our quick and easy tips! There's a place for everything -- we'll show you where to find it.	<b>A clean routine</b> With the kids back to school, it's easy to lose sight of daily chores and schedules. Keep the family on track with our simple chore lists and tips on getting the kids involved, all while keeping the peace!	<b>Fall decorating guide</b> Bring the beautiful colors of fall into your home with the latest in decorating trends. Our design experts will help nail down your style to provide simple solutions to your decorating needs. From decorative pillows to the drapes, we'll help you get into the spirit!	<b>Haunted house</b> From kids' crafts, to simple outdoor décor, we have all the ideas you'll need to turn your humble abode into a haunted haven. Learn how to make easy wreaths, stage your home for a Halloween party and more.	<b>Save energy &amp; money</b> Your heating bill is starting to go up, so we're helping you bring it down with special energy-saving tips and tricks. Plus, find alternatives for heating, cooling and powering your home.	<b>Holiday decorating guide</b> Find out how/when to include the kids in holiday decorating, plus get quick cleaning tips to keep you sane during the holiday madness.

## LIVING

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
											
<b>Financial freedom</b> Start the year off with a solid financial plan. We'll discuss establishing a budget and share tips on how to stick to it!	<b>Romantic escapes</b> From cabin getaways to the best spa destinations for couples, our travel team shares the most romantic escapes in the U.S.	<b>Career woman</b> Whether you're a working mom or a post-grad trying to make ends meet, we'll help you put your career on the fast track with insider tips on resumes, interviews, getting a raise and more.	<b>Green awareness</b> It's not just a bunch of hoopla. Going green can save you money and health problems down the line. This month, we're highlighting the best green products, appliances, furniture, cars and more.	<b>Pampered pets</b> This month is all about those furry friends we love. Get training tips, learn how to address pet health concerns and find out what breeds are best for your family!	<b>Family travel</b> Get your guide to the best summer specials, family-friendly hotels and resorts and find out which theme parks should be at the top of your list this year!	<b>Transportation savvy</b> Driving? Find tips on gas mileage, maintenance and must-have accessories. Urban dweller? Get info on hailing cabs, riding public transportation and safety. Going green? We talk biking, carpooling and more.	<b>Photo crafts and scrapbooking</b> With the kids back to school, you'll have some free time to finally organize all those family photos from your summer fun. We have ideas galore for photo crafts and creative ways to scrapbook your memories.	<b>Trendy technology</b> The world of smart phones, tablets, Kindles and apps has made us a tech-savvy society. Make sure you're in the know about the latest technology available at your fingertips.	<b>Happy Halloween</b> Ghosts and goblins take over SheKnows as we unveil our scariest Halloween ever! From recipes and entertaining ideas, to costume tips and trick or treating safety, our offerings will have you prepared for the spooky season ahead.	<b>Holiday family travel</b> SheKnows shares some of our best holiday travel tips whether you're heading out solo or with the whole family in tow.	<b>Winter celebrations</b> The season is overflowing with celebrations, so be prepared with our holiday survival guide. From office holiday party etiquette to gift exchanges, we'll make sure you're ready to embrace the season.

## FOOD

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
											
<b>Healthy recipe makeovers</b> Getting in shape for the New Year doesn't mean giving up your favorite meals. Give these recipe twists a try and discover how tasty healthy eating can be.	<b>Tasty game day foods</b> Whether you're preparing a Valentine's treat for your sweetie or exercising your love of the game, these salty and sweet recipes will have hopeless romantics and football fans alike cheering for more.	<b>Luck of the Irish</b> Luck isn't necessary if you're using the right recipes. Celebrate all things Irish from corned beef and Irish soda bread to shamrock shakes and Irish Car Bombs.	<b>Easter and Passover recipes</b> Celebrate spring and prepare traditional religious fare with our time-honored Easter and Passover recipes.	<b>Made for moms</b> Honor all moms this month by whipping up a favorite recipe for a mom in your life or trying something new to brighten her special day. If you're feeling crafty, show her your appreciation by making a number of personalized baked goods.	<b>Barbecue basics</b> From grilling tips to the best barbecue sauce recipes, SheKnows shows you how to perfect backyard entertaining.	<b>Cheers to summer squash</b> The hot days ahead mean an abundance of summer produce. Try some of our favorite zucchini recipes, including zucchini chocolate cake, zucchini fritters and baked zucchini.	<b>Crock Pot cooking</b> Slow cookers are not only time savers -- they make some of the best comfort foods. This month, we serve up some fun, healthy and belly-warming recipes just in time for the busy back-to-school season.	<b>An apple crisp a day</b> Since apples are ripe for the picking this month, grab as many as you can carry and discover new recipes that showcase this favorite fall treat.	<b>Pumpkinpalooza</b> Let's face it -- everything's better with pumpkin. Prepare to be amazed at how many recipes can easily feature the Halloween treat.	<b>Filling up the table</b> Turkey Day is just around the corner, so whether you're in charge of carving the bird or perfecting a side dish, SK recipes ensure your Thanksgiving feast will be one to remember.	<b>The best holiday cookies</b> Break out your cookie sheets and celebrate the season with old and new cookie favorites that satisfy the young and young-at-heart alike.

## HEALTH

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
											
<b>Resolve to have your healthiest year yet</b> The New Year is here and we want to show you how to start 2012 off right. Our experts will help you eat better, move more -- no matter the weather -- stress less, and make your health a priority this year.	<b>Heart the heart</b> From diet and exercise tips for optimal heart health to mood-boosting and lifestyle tips to sleep more and manage stress, February is the month we give you the tools you need to tune up your ticker.	<b>National Nutrition Month</b> We bring you exciting, challenging and effective new workouts to whip you into shape for spring and give you a jumpstart on that enviable beach body. From indoor workouts to fitness tools, you'll be on your way to your best shape yet!	<b>Spring into fitness</b> We bring you exciting, challenging and effective new workouts to whip you into shape for spring and give you a jumpstart on that enviable beach body. From indoor workouts to fitness tools, you'll be on your way to your best shape yet!	<b>Disease prevention and awareness</b> We're revealing the most common diseases women face, bringing to light symptoms that shouldn't be ignored, treatment options and the best lifestyle tips for disease prevention. We're even giving you tips on finding the best health care professionals for what ails you.	<b>The power of food</b> You are what you eat and SheKnows is here to help you eat the right stuff -- for everything from losing weight and burning fat to beating stress and clearing your complexion to feeling happier and preventing disease.	<b>Slowing down the clock</b> Ready to stop the clock? The health experts at SheKnows have put together their best anti-aging tips and expert strategies for living a longer, healthier life. We'll give you what you need to slow down the clock at any age.	<b>Better your bite</b> We tell you how your dental health factors in to your overall health. We're sharing dental care tips for your whole family, including the best dental products, finding the right dentist, safe ways to brighten and straighten your teeth and foods for strong healthy teeth.	<b>Back to basics</b> The kids might be going back to school, but we're going back to basics when it comes to health. From nutrition and workouts to disease prevention and weight maintenance, SheKnows is taking you back to health school.	<b>Rock the pink ribbon</b> October is Breast Cancer Awareness month, and this year we're rocking the pink ribbon by sharing our picks for the best in prevention tips, pink ribbon products, best information sites and more.	<b>Healthy holiday primer</b> It's easy to put fitness on hold during the holidays. But we're here to help you have your healthiest holiday season yet with tips for eating better, squeezing in exercise and keeping seasonal stress to a minimum.	<b>Give the gift of fitness</b> If you're stumped on what to buy your friends, family and even yourself this holiday season, we're here to help with our top health and fitness picks for everyone on your gift list.

## HOLIDAYS



JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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