

EDITORIAL CALENDAR

At a glance... **2013**

Issue Date	Feature
JANUARY	NEW YEAR, NEW YOU
FEBRUARY	LOVE YOUR LIFE
MARCH	SPRING FEVER
APRIL	AGING GRACEFULLY
MAY	CELEBRATE SUMMER
JUNE	SAFETY SENSE
JULY	OH CANADA!
AUGUST	FABULOUS FALL
SEPTEMBER	BACK TO SCHOOL
OCTOBER	DO-IT-YOURSELF
NOVEMBER	DE-STRESS AND DECOMPRESS
DECEMBER	HELLO, HOLIDAYS!





SK JANUARY

NEW YEAR, NEW YOU

Reinvent yourself! SheKnows offers up achievable resolutions and solutions for the everyday woman.

- **Entertainment:** Celebs who have reinvented themselves
- **Beauty:** Makeup and skin care resolutions
- **Love:** Make 2013 a lucky love year
- **Parenting:** Hottest toys for 2013; family resolutions
- **Home:** Home makeovers
- **Living:** Smart money and career resolutions
- **Food:** Break out of the takeout rut
- **Health:** Health resolutions you'll stick with
- **Holidays:** New Year's Day



Note: All content subject to change





SK FEBRUARY



LOVE YOUR LIFE

Fall in love! SheKnows gives women a reason to celebrate and honour all the loves in your life.

- **Entertainment:** Celebrity hookup horoscope
- **Beauty:** Romantic hairstyles and beauty trends
- **Love:** Embrace your love life
- **Parenting:** Speak your child's love language
- **Home:** Decorating ideas to love
- **Living:** Most romantic Canadian getaways
- **Food:** Heart-healthy recipes
- **Health:** Healthy heart, healthy body, healthy sex life
- **Holidays:** Valentine's Day, Family Day



Note: All content subject to change



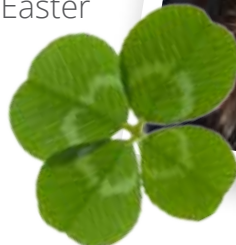
 MARCH



SPRING FEVER

Emerge from winter and check out the latest spring runway trends, fresh seasonal recipes and top spring vacation ideas.

- **Entertainment:** Canada's most stylish celebs, Oscar season roundup
- **Beauty:** Spring makeup trends; red carpet-worthy hairstyles
- **Love:** Clean up your love life
- **Parenting:** March break madness
- **Home:** Spring cleaning secrets
- **Living:** A fresh look at your finances
- **Food:** Heart-healthy recipes
- **Health:** New outdoor exercise routines
- **Holidays:** St. Patrick's Day, Good Friday, Easter





 APRIL



AGING GRACEFULLY

Whether you're in your 20s, 30s, 40s or older, SheKnows shows you how to celebrate every milestone and ensure healthy aging.

- **Entertainment:** Age-defying celebrities
- **Beauty:** Age-proof your makeup and skin
- **Love:** Dating through the decades
- **Parenting:** Conception after 35
- **Home:** Timeless furniture buys
- **Living:** Retirement planning tips
- **Food:** Today's take on retro meals
- **Health:** Anti-aging fitness routines
- **Holidays:** Easter Monday



Note: All content subject to change



SK MAY

CELEBRATE SUMMER



Get ready for summer with SheKnows' tips for ending the school year strong, planning vacations and getting your skin and body ready for the sunshine.

- **Entertainment:** Summer blockbuster preview
- **Beauty:** Updating summer's standard hairstyles
- **Love:** Heat things up between the sheets
- **Parenting:** Study tips for anxious students
- **Home:** Backyard decorating
- **Living:** Top destinations for summer
- **Food:** Savour seasonal ingredients
- **Health:** 60-day swimsuit countdown
- **Holidays:** Mother's Day, Victoria Day



Note: All content subject to change



SK JUNE



SAFETY SENSE

Check your safety common sense with SheKnows' safety checkup, covering everything from home safety and baby-proofing to seasonal safety, travel tips and smart summer entertaining.

- **Entertainment:** Sexy stars of summer
- **Beauty:** Test your sunscreen smarts
- **Love:** Dating safety
- **Parenting:** Get ready for baby; kids' first aid tips
- **Home:** Discover common home hazards
- **Living:** Safe solo travel
- **Food:** Outdoor entertaining primer
- **Health:** Summer workout safety
- **Holidays:** Father's Day



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SK JULY



OH CANADA!

SheKnows is celebrating big this year with a patriotic guide to the recipes, traditions, stars and styles that make us proud to be Canadian.

- **Entertainment:** Best Canadian exports in music, movies and TV
- **Beauty:** Rock red and white fashions
- **Love:** Best date spots by province
- **Parenting:** Raise confident kids
- **Home:** Patriotic picks for the home
- **Living:** Start your own business
- **Food:** Fresh takes on traditional recipes
- **Health:** Hockey-inspired workouts
- **Holidays:** Canada Day



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SK AUGUST



FABULOUS FALL

Cooler days, longer nights and the opportunity to break out our tights once again, SheKnows is celebrating autumn with farm-fresh recipes, layered looks and getting the kids ready for school.

- **Entertainment:** New TV for autumn
- **Beauty:** Autumn style report
- **Love:** Why falling in love is hard to do
- **Parenting:** Autumn crafts for kids
- **Home:** Autumn decor trends
- **Living:** Pets primer
- **Food:** Autumn menu guides
- **Health:** Weight loss special
- **Holidays:** August long weekend





SK SEPTEMBER

BACK-TO-SCHOOL

The kids are headed back to school for another year of learning and growing, and SheKnows is celebrating your newfound freedom with some much-needed me time!

- **Entertainment:** Lessons from the movies
- **Beauty:** Schoolmarm-inspired looks
- **Love:** Quiz: Test your love IQ
- **Parenting:** Back-to-school shopping guide
- **Home:** Create a home study space
- **Living:** Complete guide to back-to-school, including study tips, mom advice, shopping for supplies, school fashion dos and don'ts
- **Food:** Fresh takes on school lunches
- **Health:** Tone throughout the day
- **Holidays:** Labour Day





SK OCTOBER

DO-IT-YOURSELF

SheKnows wants you to take charge and start crossing things off your to-do list, from home projects to starting a family and planning a career change.

- **Entertainment:** Hunky men of home improvement TV
- **Beauty:** DIY scrubs and suds
- **Love:** Make the first move
- **Parenting:** Advocate for your family
- **Home:** Girls' guide to remodelling
- **Living:** Traditional vs. modern Thanksgiving showdown
- **Food:** Cancer-fighting foods
- **Health:** Get your body baby-ready
- **Holidays:** National Family Week, Halloween, Thanksgiving





SK NOVEMBER

DE-STRESS & DECOMPRESS,

It's that happy yet hectic time between Thanksgiving and the winter holidays, so SheKnows is showing you how to focus on Y-O-U with stress-busting tips, pampering pointers and more.

- **Entertainment:** Best films for a girls' night
- **Beauty:** Stress-proof your skin
- **Love:** Be a better partner
- **Parenting:** Teach children to be grateful
- **Home:** New homebuyer's guide
- **Living:** Beat money-related stress
- **Food:** Fabulously fit holiday foods
- **Health:** Stress busting tips, moves and mantras
- **Holidays:** Remembrance Day





DECEMBER



HELLO, HOLIDAYS!

Here are SheKnows' favourite ways to celebrate the season and all you've done throughout the year.

- **Entertainment:** Gifts for the celebrity stalker
- **Beauty:** Holiday party hair and makeup
- **Love:** Winter weddings
- **Parenting:** The ultimate toy gift guide
- **Home:** Simple, seasonal crafts; best finds to deck the halls
- **Living:** Celebrations that sparkle
- **Food:** Plan a foolproof family dinner; recipes fit for a crowd
- **Health:** Real women share diet tips
- **Holidays:** Christmas Day, New Year's Eve, Boxing Day

