

EDITORIAL CALENDAR

At a glance... **2013**

Issue Date	Feature
JANUARY	NEW YEAR, NEW YOU
FEBRUARY	LOVE YOUR LIFE
MARCH	FRESH FOR FALL
APRIL	AGEING GRACEFULLY
MAY	DO-IT-YOURSELF
JUNE	READY FOR WINTER
JULY	DE-STRESS AND DECOMPRESS
AUGUST	INTERNATIONAL ISSUE
SEPTEMBER	MAD FOR MEN
OCTOBER	SPRING FEVER
NOVEMBER	OUTDOOR LIVING
DECEMBER	HELLO, HOLIDAYS!

Note: All content subject to change





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 takeaway rut
- **Health:** Health resolutions you'll stick with
- **Holidays:** New Year's Day, Australia Day



Note: All content subject to change

A large photograph of a woman with long brown hair, smiling and holding a glass of champagne. She is wearing a black sequined dress. The background is dark and out of focus.



SK FEBRUARY



LOVE YOUR LIFE

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

- **Entertainment:** Celebrity hookup horoscope
- **Beauty:** Romantic hairstyles and beauty trends
- **Love:** Embrace your love life
- **Parenting:** Speak your child's love language
- **Home:** Decorate with texture
- **Living:** Back-to-school blowout
- **Food:** 30-minute date night recipes
- **Health:** Have a healthy sex life
- **Holidays:** Valentine's Day



Note: All content subject to change



SK MARCH



FRESH FOR AUTUMN

Cooler days, longer nights and the opportunity to break out our tights once again! SheKnows is celebrating autumn with fresh recipes and layered looks.

- **Entertainment:** Australia's most stylish celebs
- **Beauty:** Autumn style report
- **Love:** Cleaning up your love life
- **Parenting:** Autumn family fun
- **Home:** Autumn décor trends
- **Living:** Pets primer
- **Food:** Autumn menu guides
- **Health:** Weight loss special
- **Holidays:** St. Patrick's Day, Good Friday, Easter



Note: All content subject to change





SK APRIL



AGEING GRACEFULLY

Whether you're in your 20s, 30s, 40s or older, SheKnows 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, ANZAC Day



Note: All content subject to change



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:** Pick a parenting method
- **Home:** Girls' guide to remodelling
- **Living:** Get organised
- **Food:** Cancer-fighting foods
- **Health:** Get your body baby-ready
- **Holidays:** Mother's Day, National Sorry Day





SK JUNE



READY FOR WINTER

From weather-proofing your home to winterising your makeup and skin care routines, SheKnows is welcoming winter with foolproof tips and the latest trends.

- **Entertainment:** The big chill—Infamous celebrity divorces
- **Beauty:** Winter-proof your skin and hair
- **Love:** Surviving a breakup
- **Parenting:** Family fun indoors
- **Home:** Discover common home hazards
- **Living:** Wonderful winter getaways
- **Food:** Winter's seasonal treats
- **Health:** Winter workout safety
- **Holidays:** Queen's Birthday



Note: All content subject to change



SK JULY

DE-STRESS & DECOMPRESS

With term three in swing, SheKnows has stress-busting and organization tips to help you keep your children and family focused on the tasks at hand.

- **Entertainment:** Best films for a girls' night
- **Beauty:** Stress-proof your skin
- **Love:** Be a better partner
- **Parenting:** Create an organised study space
- **Home:** New homebuyer's guide
- **Living:** Top ski holidays
- **Food:** Stress-free menu planning
- **Health:** Stress-busting tips, moves and mantras



Note: All content subject to change



SK AUGUST

INTERNATIONAL

After being cooped up all winter, SheKnows is dreaming of travelling the globe in search of the best foods, fashions and finds.

- **Entertainment:** Hottest international stars
- **Beauty:** Explore cultural beauty secrets
- **Love:** The international allure
- **Parenting:** Raise globally-minded children
- **Home:** Eclectic décor ideas
- **Living:** Local charities with global impact
- **Food:** International entertaining traditions
- **Health:** Health secrets from around the world



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SK SEPTEMBER

MAD FOR MEN

In honour of all the men in our lives, SheKnows is counting down reasons we love the brothers, fathers, lovers and BFFs in our lives.

- **Entertainment:** Sexiest on-screen moments
- **Beauty:** Big fashion issue
- **Love:** Spotting a great catch
- **Parenting:** Tough love
- **Home:** Create a man cave
- **Living:** Make your way in the workplace
- **Food:** Best brews and bites for Father's Day
- **Health:** Health awareness and the inside scoop on "men's" diseases
- **Holidays:** Father's Day





SK OCTOBER



SPRING FEVER

Celebrate spring with SheKnows' guide to the latest spring fashion trends, top travel destinations of the season and the freshest farm-to-table recipes.

- **Entertainment:** Best and worst-dressed celebrities
- **Beauty:** Spring hair and makeup trends
- **Love:** Spring wedding spectacular
- **Parenting:** Ready for baby?
- **Home:** Spring cleaning secrets
- **Living:** Spending makeover
- **Food:** Ghoulish treats for Halloween
- **Health:** Easy outdoor exercise routines
- **Holidays:** Halloween



Note: All content subject to change



SK NOVEMBER



OUTDOOR LIVING

Enjoy the outdoors with SheKnows' guides to outdoor entertaining, gardening and going au natural throughout your life.

- **Entertainment:** Greenest celebrities
- **Beauty:** Eco-friendly makeup
- **Love:** Plan an outdoor wedding
- **Parenting:** Backyard safety for tots
- **Home:** Create a garden oasis
- **Living:** All natural getaways
- **Food:** Outdoor entertaining guide
- **Health:** Simple ways to increase activity





 **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:** Find love during the holidays
- **Parenting:** The ultimate toy gift guide
- **Home:** Simple, seasonal crafts
- **Living:** Hottest holiday break destinations
- **Food:** Recipes fit for a crowd
- **Health:** Real women share diet tips
- **Holidays:** Christmas Day, Boxing Day, New Year's Eve

