

# 2018 EDITORIAL CALENDAR



## FEBRUARY:

### WELLNESS FOR THE REAL WORLD

- **Beauty:** Simple and natural beauty looks
- **Style:** Athleisure for day, date night, *anytime*
- **Body:** The busy woman's guide to the gym
- **Pets:** How your pet boosts *your* mental health
- **Family:** Your calmer-and-happier guide
- **Money:** Financial confidence at every income
- **Food:** Easy & healthy breakfast, lunch, and dinner
- **Home:** Make your home a calming oasis

**AD CLOSE:** November 10, 2017

**ON SALE:** January 2, 2018

## MARCH:

### THE AGELESS ISSUE

- **Beauty:** Look your favorite age
- **Style:** The best outfit formulas of all time
- **Body:** How to stay fit as a family—including your pet!
- **Family:** The top places to take your kids + road trip column
- **Money:** Make your kids financially savvy
- **Food:** 2018 Snack Awards!
- **Home:** Transform any space with paint

**AD CLOSE:** December 22, 2017

**ON SALE:** February 13, 2018

## APRIL:

### MAKE THE MOST OF YOUR TIME

- **Beauty:** Everything you need for amazing hair
- **Style:** Accessories that make outfits easy
- **Body:** How to *actually* get great sleep
- **Family:** The guide to car happiness
- **Food:** The fast, fresh guide to packing a lunch
- **Home:** Amazingly easy DIY!

**AD CLOSE:** January 22, 2018

**ON SALE:** March 20, 2018

## MAY:

### THE GREAT AMERICAN MOM ISSUE + BEAUTY SCHOOL!

- **Beauty:** Beauty School special flip issue
- **Style:** Multi-generational style: moms, daughters, sisters, BFFs, and more
- **Body:** Health issues every mother should care about
- **Pets:** 10 ways to be a better parent to your pet
- **Family:** 2018 Amazing Mom Awards!
- **Money:** Caregiving: What every woman needs to know
- **Food:** Speedy and family-friendly weeknight meals
- **Home:** Wrangling kid clutter for good

**AD CLOSE:** February 26, 2018

**ON SALE:** April 17, 2018

## JUNE:

### CLEAN SWEEP!

- **Beauty:** Refresh your look for your most important events
- **Style:** Bathing suits for every body (plus a special laundry/care column)
- **Body:** Skin cancer special
- **Family:** 10 reasons to get your whole family—kids, dogs, everyone—outside
- **Money:** Your mid-year money cleanse
- **Food:** Cooking School: Everything you need to make cooking *simpler*
- **Home:** The sane guide to a spotless home

**AD CLOSE:** March 30, 2018

**ON SALE:** May 22, 2018

## JULY/AUGUST:

### SUMMER, SIMPLIFIED

- **Beauty:** MVP Beauty Awards
- **Style:** Cute and easy hot-weather looks
- **Body:** Solutions for summer scrapes, bites, burns, and more
- **Family:** Summer fun special, with a focus on kids, pets, and making memories
- **Travel:** The Great American Road Trip
- **Food:** Amazing grilling recipes + best drinks of summer
- **Home:** Decks, porches, gardens, and stoops

**AD CLOSE:** May 7, 2018

**ON SALE:** June 26, 2018

## SEPTEMBER:

### REAL STYLE, REAL LIFE

- **Beauty:** The new American beauty: The best looks for *every* skin and hair type
- **Style:** Real Women Style Awards
- **Body:** 50 ways to rev your metabolism
- **Family:** Special back-to-school section + BTS treats for your children and pets
- **Money:** Saving and spending strategies to get the life you want
- **Food:** Best-ever breakfasts
- **Home:** Home improvement tricks every woman should know

**AD CLOSE:** June 18, 2018

**ON SALE:** August 7, 2018

## OCTOBER:

### TRY NEW THINGS!

- **Beauty:** Anti-aging special section
- **Style:** Fashion feature with Lauren Conrad
- **Body:** Vote like your health depends on it
- **Food:** Food feature with Carla Hall
- **Home:** Design School
- **Travel:** Weekend getaways

**AD CLOSE:** August 6, 2018

**ON SALE:** September 25, 2018

## NOVEMBER/DECEMBER:

### HOLIDAY SPECTACULAR

- **Special Section:** Our annual under \$50 gift guide
- **Beauty:** Holiday hair + makeup
- **Style:** Comfy and cute party clothes
- **Body:** Keep the whole family healthy
- **Food:** Thanksgiving survival guide
- **Home:** Holiday decorating + speed clean your home

**AD CLOSE:** September 14, 2018

**ON SALE:** November 6, 2018