

EDITORIAL CALENDAR 2010

JANUARY: ALL ABOUT ME

The focus for January is **health and wellness**: gyms, beauty regimes, cleanses, how to keep resolutions, **healthy cooking** and unique, new and **fun fitness options**.

Special Features:

Wedding Guides

Holidays:

New Years Day: January 1



FEBRUARY: LOVE, LOVE, LOVE

February is about love and nesting. Think **quirky Valentine's Day suggestions** (like handcrafted stationery, homemade play lists, **lingerie** and **perfume**), **cooking and entertaining** for friends and **how-to projects** a gal can do at home.

Special Features:

Valentine's Day gifts, lingerie, dinners, romantic getaways, romantic films: February 8-12

How-to projects with blogs: February 15

Spring Break: February 15-26

Vancouver and Whistler 2010

Olympics, street style, blogging, ski couture, Whistler hot sheet: February 12-28.

Holidays:

Family Day, Calgary and Toronto: February 15

MARCH: FASHION FORWARD

Spring has sprung! **Fashion previews**, spring cleaning, **organizing**, refreshing **home décor**—March is about starting anew.



Special Features:

Montreal Fashion Week (Blogging): March 1-4

Academy Awards - contest and quizzes: March 7

L'Oreal Toronto Fashion Week (Blogging): March 15-19

APRIL: SPRING BLOOMS



Hop to Easter long weekend: chocolates, flowers, **gardening**, green tips and **beauty and skincare** are the focus of April. Looking ahead to summer bikini time, **spring shape-up stories** are also on our radar.

Special Features:

April Fool's Day joke/spoof: April 1
National round-up of our favorite websites: April 5

Earth Day - green tips: April 22

Holidays:

Good Friday: April 2

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MAY: SPRING TRENDS



There is so much in stores, and we'll be covering **gifts for mom**, the hottest spring runway and **beauty trends**, local designers, **spring picks** from our favourite fashionistas and boutique owners and shopping, of course.

Special Features:

Mother's Day Gift Guide: May 7

Holidays:
Victoria Day: May 24

JUNE: GREAT GETAWAYS

Looking forward to summer, we'll be focusing on **indie summer movies** (think independent French film, not Will Smith blockbuster) and a **Gift Guide for Dads** of all ages for Father's Day.



Special Features:

Father's Day gift guide: June 18
Best of Canadiana in honour of Canada Day: June 30

Holidays:
Saint Jean Baptiste Day, Montreal: June 24

JULY: SUMMER LOVIN'

Summer means **skin**: faux tans, hair removal, sunscreen and other **hot weather beauty regimes** are on our list for July. We'll also be dishing on **nightlife hotspots** and round-ups for **summer soundtracks** and wines for the perfect patio party.

Special Features:

National **summer soundtracks** round-up: July 2
National **summer wines** round-up: July 5
Bastille Day-content with French flair: July 14

Holidays:
Canada Day: July 1

AUGUST: WINE & DINE

With summer in full swing, we'll be taking a look at local weekend trips to **wine country**, restaurants and **best patios**, outdoor **concerts** and shows and ways to beat the heat.



Special Features:

National Beach reads round-ups

Holidays:
BC Day, Vancouver: August 2
Heritage Day, Calgary: August 2
Civic Holiday, Toronto: August 2

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SEPTEMBER: FASHION FOCUS

Saying goodbye to summer isn't so bad when you have fall fashion to look forward to. **Fall trend guide**, **back-to-school** survival for moms (and university students) are on our It list for September.



Special Features:

Boutique Hotel round-ups, September 3

Holidays:

Labour Day: September 6

OCTOBER: CULTURE VULTURE



We're hitting up **symphonies**, ballets, **theatre**, museums and **galleries** for the best our cities have to offer. We'll also be trading books with our gal pals and saying goodbye to fluffy summer reads.

Special Features:

Documentaries round-up: October 8

Halloween costumes: October 29

Holidays:

Thanksgiving: October 11

NOVEMBER: TRAVEL - NEAR & FAR

Winter: If you can't beat it, head to a lovely cabin and sip hot toddies by the fire. Weekend **get-aways**, outdoor sports, **chalets**, **skiing** and possibly a hot weather travel destination thrown in, just for good measure.



Special Features:

Online shopping sites round-up: November 12

Holidays:

Remembrance Day: November 11

DECEMBER: GIFTS GALORE

We're in the spirit of the season with plenty of **unique gifts ideas**, from eco-friendly scarves for mom to a vintage ski jumper for Dad to Marc Jacob's sneakers for the beau. Our social calendars also fill up in December, so we'll be covering restos, bars and special **Christmas-themed recipes** for dinner parties and **holiday entertaining**.

Special Features:

Gemini Awards 2010: TBD

Gift guides:

Men: December 7

Kids: December 11

Women: December 14

National round-ups:

Wine/Champagne: December 28

DVDs: December 29

Books: December 30

Best of 2010 Doses Round-up: December 31

Holidays:

Christmas and Boxing Day: December 25 and 26