

EDITORIAL CALENDAR 2011

ALL THRILLER NO FILLER

JANUARY: BRAND NEW YOU

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**. We'll explore cultural renewal that doesn't cost a thing and best trends for 2011.

Special Features:

Fitness Blogs

Holidays:

New Years Day: January 1



FEBRUARY: HOW DO WE LOVE THEE?

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:

Wedding Trend Guides: February 8

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

Montreal Fashion Week (backstage and front row blogging): February 7-10

How-to projects with blogs: February 15

Academy Awards: Contest and quizzes, February 27

Holidays:

Family Day, Calgary and Toronto: February 15

Spring Break: February 15-26

MARCH: FRESHEN UP

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



Special Features:

2011 Subscriber Survey: March 4

Drugstore Divas (editors' product picks): March 18

LG Fashion Week (backstage and front row blogging): March 28-April 2

APRIL: BLOOMS & BEAUTY



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

Quirky and addictive websites: April 25

Earth Day eco-friendly tips, services and products: April 18-22

Holidays:

Good Friday: April 22

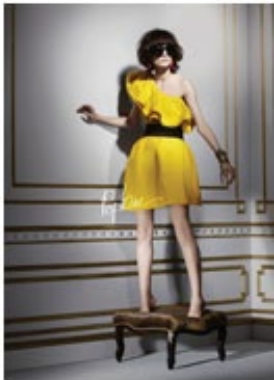
Easter Monday: April 25

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MAY: LET'S TALK 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 shopping, of course.



Special Features:

Mother's Day Gift Guide: May 3

Holidays:

Victoria Day: May 23

JUNE: SUMMER OF LOVE

Looking forward to summer, we'll be focusing on **movies** (think independent French film, not Will Smith blockbuster) and a **gift guide for dads** of all ages for Father's Day. We'll be sharing our favourite weekend getaways, too.

Special Features:

Father's Day Gift Guide: June 14

Best of Canadiana in honour of
Canada Day: June 27-30

Holidays:

Saint Jean Baptiste Day, Montreal:
June 24



JULY: FUN IN THE SUN

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**.



Special Features:

Summer Soundtracks: July 4

Bastille Day: July 14, content with
French flair

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 ways to beat the heat.

Special Features:

Beach Reads: August 2

Summer Wine Roundup: August 12

Holidays:

BC Day, Vancouver: August 1

Civic Holiday, Toronto: August 1

Heritage Day, Calgary: August 1

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SEPTEMBER: RUNWAY TALK

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

Special Features:

Best Fashion Pieces as chosen by our editors: September 3

Holidays:

Labour Day: September 5



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:

Best Documentaries: October 9

Fall Décor: October 15

Holidays:

Thanksgiving: October 10

NOVEMBER: OUR FAVOURITE THINGS



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

Special Features:

Online Shopping Sites: November 12

My Favourite Things (our editors' picks, from appliances to beauty essentials): November 23

Holidays:

Remembrance Day: Vancouver and Calgary, November 11

DECEMBER: HOLLY JOLLY GIFTS

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 Jacobs' 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**. Sunny travel destinations and packing ideas are on our wish list!

Special Features:

Unique Holiday Gift Guides for Everyone's Naughty and Nice List: TBD Men/Women/Kids

Holiday Packing Guide: December 22

DVDs: December 26

Books: December 27

Wine/Champagne: December 28

Favourite Moment of 2011: December 29

New Year's Eve Traditions/Superstitions/Resolutions: December 30

Holidays:

Christmas: December 25

Boxing Day: December 26