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Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle	March	2/10/09	Regular Issue	<ul style="list-style-type: none"> Flower Arranging Home Office Décor Kids and Avatars Disaster: Prep Your Family Midlife Mom Reinvention Guide to Better Sleep Healthiest Food Combos Spring Hair & Makeup Jeans that Flatter Every Figure Healthy Pasta Freezer Fresh Favorites 5-Ingredient Desserts 	12/12/08
Ladies' Home Journal	March	2/10/09	Regular Issue	<ul style="list-style-type: none"> Health: Stronger Heart in 4 Weeks Green Gardening Spring Make-up Spring Fashion 	12/09/08
More	March	2/24/09	Spring Style Issue	<ul style="list-style-type: none"> Spring Fashion Money Special Report 	12/22/08

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle	April 1	3/3/09	Regular Issue	<ul style="list-style-type: none"> Easter Crafts Easy Green Home Ideas Eco-Friendly Flooring Authoritative Parenting Great American Bake Sale: Success Stories Eco-Families/Teens Headaches Best Indoor Workouts At-Home Hair Color Spring Fashion Trends Quick & Easy Chicken 20-Minute Meals 	1/2/09
Family Circle	April 17	3/24/09	Save Big Money	<ul style="list-style-type: none"> 50 Great Finds for Under \$50 Digital Cameras Mind Your Spending Teen Money Savvy Budget Travel Ideas Back Pain Lose Weight for Less Style Bargains Lean Beef Recipes Money-Saving Meals Great American Bake Sale: Best Recipes 	1/23/09
Ladies' Home Journal	April	3/10/09	Regular Issue	<ul style="list-style-type: none"> Finding Best Life-saving Medical Care Health: Beat Belly Fat Beauty: Fragrance Beauty: Hair Health 	1/9/09
More	April	3/24/09	Regular Issue	<ul style="list-style-type: none"> Spring Beauty 	1/22/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle	May	4/14/09	Regular Issue	<ul style="list-style-type: none"> Decorating with Patterns Vegetable Garden Chandeliers Great American Bake Sale: Hunger Report Teen Smoking Financial Happiness How to Boost Your Husband's Health Asthma & Allergies Walking Challenge Mom/Daughter Style Secrets Extreme Makeover Dinners Power Lunches 	2/13/09
Ladies' Home Journal	May	4/14/09	Regular Issue	<ul style="list-style-type: none"> Summer Fashion Health: "I'm Going to Look Good in Shorts" Diet Mother's Day: Food/Beauty 	2/10/09
More	May	4/28/09	Regular Issue	<ul style="list-style-type: none"> Over 40 Health Guide 	2/23/09



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Family Circle	June	5/12/09	Regular Issue	<ul style="list-style-type: none"> • Summer Décor • Decking Ideas • Teen Drug Report • Online Banking Safety • Volunteer Vacations • Skin Cancer • Eat to Beat Stress • Walking Challenge • Summer Hair, Skin, Makeup Routines • Best Swimsuits • BBQ/Grilling Special • Peaches, Plums, Nectarine Desserts 	3/13/09
Ladies' Home Journal	June	5/12/09	Regular Issue	<ul style="list-style-type: none"> • Weight-bearing Exercises (1 pages with Osteoporosis) • Health: Mediterranean Diet • Beauty: Safe Sun & Skin • Summer Entertaining Section: Food/Home (Grilling, Gardening) 	3/10/09
More	June	5/26/09	Regular Issue	<ul style="list-style-type: none"> • Swimsuit Workshop 	3/23/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle	July	6/9/09	Regular Issue	<ul style="list-style-type: none"> • Outdoor Style • Moving • Teen Summer Jobs • Family Travel Survey • Friendship Riffs/Regrets • HPV Vaccine • Walking Challenge • Meltproof Makeups • Best Looks for Under \$75 • No-Cook Suppers • Party Pleasures • Iced Desserts 	4/10/09
Ladies' Home Journal	July	6/9/09	Regular Issue	<ul style="list-style-type: none"> • Weight-bearing Exercises • Health: Osteoporosis • Beauty: Summer Hair (protecting it from the sun, how to style in the heat) • Summer Fashion 	4/9/09
More	July/August	6/23/09	Regular Issue	<ul style="list-style-type: none"> • Summer Style • Anti-Aging Beauty 	4/22/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle	August	7/7/09	Regular Issue	<ul style="list-style-type: none"> • Flea Market Finds • Closet Systems • Best Towns for Families • Teens & Hazing • Family DNA Tracking • Skin Conditions • Why Your Diet isn't Working • Secrets to Flawless Skin • How to Dress to Beat the Heat • Farmer's Market Dinners • Quick & Easy Shrimp • Berry Desserts 	5/8/09
Ladies' Home Journal	August	7/14/09	Regular Issue	<ul style="list-style-type: none"> • Health: Depression/Cancer Prevention Workbook (what we know now) • Beauty: Bring the Spa Home (bath and body products that deliver spa-quality results; do-it-yourself spa recipes) 	5/11/09
More	July/August	6/23/09	Regular Issue	<ul style="list-style-type: none"> • Summer Style • Anti-Aging Beauty 	4/22/09



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Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle	September	8/4/09	Back to School	<ul style="list-style-type: none"> • Tween/Teen Homework Station • Real Family Home: Collections & Kids • Photo Displays • How Boys & Girls Learn • Kids' Motivation • College Prep for Parents • Healthy Schools • Boost Your Memory • Family Stress Makeover • Kids' Back-to-School Style Bargains • Organize Your Beauty Routine • Fast Weeknight Suppers • After-School Snacks • Better Breakfasts 	6/5/09
Ladies' Home Journal	September	8/11/09	Regular Issue	<ul style="list-style-type: none"> • Women's Health Guide or Family Health Guide: Food/Health • Fall Make-up • Fall Fashion 	6/9/09
More	September	8/25/09	Fall Fashion Issue	<ul style="list-style-type: none"> • Fall Fashion 	6/22/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle	October 1	9/1/09	Regular Issue	<ul style="list-style-type: none"> • Pumpkins/Fall Décor • Laundry Room • Bully-Proof Your Teen • Planning for Empty Nest • Breast Cancer Section: Detection, Treatments, News • Eat More, Weigh Less • Hair Makeovers • Fall's Top Fashion Trends • Test-Kitchen Secrets • Apple/Pumpkin Desserts 	7/3/09
Family Circle	October 17	9/22/09	Regular Issue	<ul style="list-style-type: none"> • Paints and Trims • Organized Refrigerator • Teens' Online Life • Sticky Money Dilemmas • Boost Your Energy • Caregiving Solutions • Best Drugstore Beauty Buys • Fall Accessories • Cooking with Spices • Quick & Easy Cheese Recipes 	7/24/09
Ladies' Home Journal	October	9/8/09	Regular Issue	<ul style="list-style-type: none"> • Health: Breast Cancer • Beauty: Fragrance • Beauty: Hair Color • Food & Crafts: Halloween 	7/9/09
More	October	9/22/09	Regular Issue	<ul style="list-style-type: none"> • Beauty Roundup 	7/22/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle	November 1	10/13/09	Regular Issue	<ul style="list-style-type: none"> • Easy Kitchen Updates • Cleaning Awards • Best Video Games • Kids and Ethics • California Travel • Cholesterol Facts • Easy Health Boosters from Morning to Night • Dermatologists' Skin Secrets • Best Coats • Budget Meals • Cook Once, Eat Three Times 	8/14/09
Family Circle	November 29	11/4/09	Regular Issue	<ul style="list-style-type: none"> • Easy Entertaining Style • Family Christmas • Decode Your Teen's Mood • Time-Saving Charities • Family Cold/Flu Guide • Indulge and Still Lose Weight • Winners of the 3rd Annual Model Mother-Daughter Search: Hair, Fashion and 	9/4/09



Editorial Calendar 2009

Authentic Woman



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Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle (cont.)				<ul style="list-style-type: none"> • Makeup • Thanksgiving Menu • Christmas Cookies 	
Ladies' Home Journal	November	10/13/09	Regular Issue	<ul style="list-style-type: none"> • Winter/Holiday Fashion • Holiday Entertaining/Thanksgiving • Health: Health Benefits of Massage • Beauty: Anti-Aging Skin Care 	8/10/09
More	November	10/27/09	Regular Issue	<ul style="list-style-type: none"> • Health Handbook 	8/21/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle	December	11/25/09	Regular Issue	<ul style="list-style-type: none"> • Seasonal Craft • Kids and Spirituality • Family Tech Gifts • Women's Gyno Guide • At-Home Gym/Workouts • Sexy Makeup Makeover • Holiday Accessories • Holiday Desserts and Entertaining 	9/25/09
Ladies' Home Journal	December	11/10/09	Regular Issue	<ul style="list-style-type: none"> • Beauty: Holiday Beauty • Home: Holiday Décor • Food: Cookies • Food: Christmas Dinner 	9/9/09
More	December/January	11/25/09	Regular Issue	<ul style="list-style-type: none"> • Holiday Style • More Marathon Profiles • Gift Guide 	9/22/09



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Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Better Homes and Gardens	March	2/17/09	Get Gardening!	THEME HIGHLIGHTS <ul style="list-style-type: none"> Spring Planting Notebook (Flower bed/border) Lettuce and Container Veggie Gardens Best Annuals for 2009 IDEAS <ul style="list-style-type: none"> Bring the Outdoors In LIVING GREEN <ul style="list-style-type: none"> Organic Gardener LIVING <ul style="list-style-type: none"> Beauty: Scents from the Garden Money: New Thinking About the Cost of Cars Travel: Volunteering Vacations FOOD <ul style="list-style-type: none"> Feature: A Gardener/Chef Shares Recipes Your Best Recipe Contest Winners Good & Healthy: Ginger HEALTHY YOU <ul style="list-style-type: none"> Back Health (Strengthening, protecting, pain relief) Allergies BBD <ul style="list-style-type: none"> Designed to Work: Home Offices & Work Spaces FIRST PLACE <ul style="list-style-type: none"> Your, Mine, Ours 	12/15/08
Country Home	March/April	1/6/09	Best Decorating Ideas	<p>More than anything else, our readers tell us they want decorating ideas, and the April issue delivers</p> <ul style="list-style-type: none"> Tour a heartland home filled with accessible and affordable decorating ideas and smart features that make life easier and more comfortable for a busy family A before-and-after kitchen infused with country style Pretty country-fresh palettes Outdoor living and gardening ideas for spring from a tour of a beautiful spring garden Fun, easy ideas for an Easter egg hunt and spring party from editor-at-large Matthew Mead Where to Shop Now: Flea-market secrets from the pros Comfort Food with Gratitude: Simple, appropriate ideas for food gifts to share 	12/23/08
Traditional Home	February/March	1/20/09	Color the New Year	<p>There's nothing better than a shot of color to cheer us up during the winter doldrums and get ready for spring. In our first annual "Color the New Year" issue, we will explore the coolest color trends in home design. We'll look at colorful new home products and peek into the private lives of some colorful designers and homeowners. Also: our annual celebration of the color RED in support of the women's heart health cause.</p>	11/20/08

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Better Homes and Gardens	April	3/17/09	Spring Green	THEME HIGHLIGHTS <ul style="list-style-type: none"> Green Groceries Green Spring Cleaning Guide Eco-friendly Living Room Makeover Raised Bed Vegetable Eco-friendly Built & Decorated Homes IDEAS <ul style="list-style-type: none"> Spring/Easter INDOORS <ul style="list-style-type: none"> Style Made Simple: Curtain Panels & Shades (Light and Sun Control) LIVING <ul style="list-style-type: none"> Shopping Local—Farmers Market to Kitchen Table Beauty: Skin Care Basics Money: Strategies for Building Savings FOOD <ul style="list-style-type: none"> Farm Fresh Cooking Good & Healthy: Oils (Olive oil and more) HEALTHY YOU <ul style="list-style-type: none"> Step into Spring Walking Program 	1/15/09



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Better Homes and Gardens (cont.)				<ul style="list-style-type: none"> • The Truth About Diet Gimmicks and Pills FAMILY MATTERS <ul style="list-style-type: none"> • Games/Activities that Help Kids Gain Focus BBD <ul style="list-style-type: none"> • Dream, Kitchens: Inspiration, Trends, Products 	
Country Home	March/April	1/6/09	Best Decorating Ideas	<p>More than anything else, our readers tell us they want decorating ideas, and the April issue delivers</p> <ul style="list-style-type: none"> • Tour a heartland home filled with accessible and affordable decorating ideas and smart features that make life easier and more comfortable for a busy family • A before-and-after kitchen infused with country style • Pretty country-fresh palettes • Outdoor living and gardening ideas for spring from a tour of a beautiful spring garden • Fun, easy ideas for an Easter egg hunt and spring party from editor-at-large Matthew Mead • Where to Shop Now: Flea-market secrets from the pros • Comfort Food with Gratitude: Simple, appropriate ideas for food gifts to share 	12/23/08
Traditional Home	April	2/20/09	Young Traditional	<p>At its best, traditional style, whether it is make-a-statement formal or kick-your-shoes-off relaxed, provides a comfortable, welcoming environment that allows people to be themselves. Is it any wonder, then, that traditional is the favored style of choice among young homeowners? Included in this issue are features about the most sophisticated, young, traditional style makers nationwide.</p>	1/20/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Better Homes and Gardens	May	4/21/09	The Know-How Issue	THEME HIGHLIGHTS <ul style="list-style-type: none"> • Essentials Notebook: Home How-to's for Modern Women • How-to Sidebars Throughout the Issue • Decorating Rolodex: Go-to Sources for DIY Decorators IDEAS <ul style="list-style-type: none"> • Flowers & Ideas for Mom OUTDOORS <ul style="list-style-type: none"> • Flowering Vines LIVING GREEN <ul style="list-style-type: none"> • Energy-saving News LIVING <ul style="list-style-type: none"> • Beauty: DIY Beauty Recipes (And Buyable Options) • Money: Save on Summer Travel FOOD <ul style="list-style-type: none"> • Feature: Super Fast Suppers • What's Cooking: Brunch • Good & Healthy: Nuts HEALTHY YOU <ul style="list-style-type: none"> • Well Being: Eye Health • Putting Yourself First • Sharp Senses for Life FAMILY MATTERS <ul style="list-style-type: none"> • Re-entry for Summer BBD <ul style="list-style-type: none"> • Mother's Day Package (Gift guide, Her space, Getaways) FIRST PLACE <ul style="list-style-type: none"> • 3 Easy Pieces (Versatile Furnishings) 	2/16/09
Country Home	May	4/21/09	Kitchen & Gardens	<p>This year, every issue will feature a kitchen in the front of book. And in the May issue, the main edit homes will also have strong kitchens. We'll partner these idea-filled cooking centers with a special section on country kitchen style.</p> <ul style="list-style-type: none"> • Texture warms up an all white kitchen • Special Section: Country Kitchen Style • An outdoor Kitchen that anyone can achieve 	2/24/09



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Country Home (cont.)				<ul style="list-style-type: none"> A country home that connects to the beauty of nature just outside Enjoy a spring pizza party on the porch Window boxes for sun or shade Painted Furniture Decorating with garden hues Collect, Thrill of the Hunt, What's Hot Now, Cool Junk, Found, and Antiquing Buzz An Hands on style project 	
Traditional Home	May	4/21/09	Before and After	In this issue we show beautiful renovations of entire houses, of kitchens, and of gardens. We'll publish photographs of the not-so-pretty "Befores" and the gorgeous "Afters." One of the things that set us apart from our competitors is we love to show how designers find beautiful creative way to make house work better for the families that live in them. Here are real-life solutions for real-life houses.	2/20/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Better Homes and Gardens	June	5/19/09	Best Summer Ever!	<p>THEME HIGHLIGHTS</p> <ul style="list-style-type: none"> Special Section, 6-8 pgs: Best Summer Ever Ideas (Includes light travel ideas) A Well-Known Chef's Summer Menu Heirloom Tomatoes: Growing/Cooking <p>INDOORS</p> <ul style="list-style-type: none"> Style Make Simple: Where to Put a Flat Screen TV (How to buy) <p>OUTDOORS</p> <ul style="list-style-type: none"> Porch Additions <p>LIVING GREEN</p> <ul style="list-style-type: none"> Recycling Building Supplies <p>LIVING</p> <ul style="list-style-type: none"> Beauty: Sun Protection Money: Choosing Credit Cards <p>FOOD</p> <ul style="list-style-type: none"> Feature: Chef's Summer Menu What's Cooking: Marinades, Rub, Pastas Good & Healthy: Fish <p>HEALTHY YOU</p> <ul style="list-style-type: none"> The Healthiest Way to Eat (Mediterranean) His Health (Father's Day tie-in: Tests, Updates, News) <p>FAMILY MATTERS</p> <ul style="list-style-type: none"> Best Summer Jobs for Kids <p>BBD</p> <ul style="list-style-type: none"> Take it Outside: Inspiration and Products for Outdoor Fun (Furnishing, Outdoor Kitchen Gear, Light Technology) 	3/16/09
Country Home	June	5/19/09	Outdoor Living	<p>Porches remain an iconic Country Home favorite. In June, we give readers the great porch ideas they want. The main edit homes have large windows and French doors that frame garden views and foster achievable indoor-outdoor connections.</p> <ul style="list-style-type: none"> Editor-at-large Matthew Mead celebrates barefoot living and shows readers how to mix old and new on a comfortable porch filled flea-market finds and splashes of color A rustic pergola anchors an outdoor kitchen and entertaining area Colorful, easy-to-grow containers for the garden, deck or patio Sweet and delicious cherries recipes 	3/24/09
Traditional Home	June/July	5/26/09	Weekend Living	Relax! It's the weekend! Where you head to the beach, head to the lake, or hang around the house and tend to your gardens, the weekend is the time to unwind and recharge the batteries. Here, we feature second homes nationwide, where the decorating emphasis is on easygoing, easy care, and easy living. Also, great travel ideas abound.	3/31/09



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Better Homes and Gardens	July	6/16/09	Take it Easy!	THEME HIGHLIGHTS <ul style="list-style-type: none"> • Summer-casual Rooms and Houses • The Decorated Patio • Landscaping for Natural Cooling INDOORS <ul style="list-style-type: none"> • Over-sofa Art Solutions & Affordable Art Sources OUTDOORS <ul style="list-style-type: none"> • Patio Makeover • Outdoor Decorating Products • Landscaping for Natural Cooling LIVING GREEN <ul style="list-style-type: none"> • Saving Water LIVING <ul style="list-style-type: none"> • Beauty: Smile Makeover • Money: Retirement Tune-up FOOD <ul style="list-style-type: none"> • Feature: Heat Wave! Choose-your-heat Spicy Recipes • What's Cooking: Grill Skills • Good & Healthy: Green Tea HEALTHY YOU <ul style="list-style-type: none"> • Headache-proof: Preventing, Treating FAMILY MATTERS <ul style="list-style-type: none"> • Family-retreat Vacations FIRST PLACE <ul style="list-style-type: none"> • Furniture Arranging 	4/15/09
Country Home	July/August	6/23/09	Let's Go Antiquing!	<p>Country Home readers love the thrill of the hunt and savor the decorating process as part of a journey to create a home filled with meaning inside and out. This is always our readers' favorite issue, and it's filled with sources and ideas or collectors.</p> <ul style="list-style-type: none"> • Top 10 collectibles: Our annual look at the hottest trends in antiquing, with insider information our readers crave • Hot Antiques Shows: Where readers can go to get the best deals on the vintage pieces they love • A colorful kitchen brims with cool junk, budget savvy ideas and personal touches • Tour a collector's garden and glean great ideas for incorporating favorite flea-market and vintage finds into outdoor spaces • A trip on a heritage schooner yields not just a relaxing escape but also great-tasting traditional recipes 	4/28/09
Traditional Home	June/July	5/26/09	Weekend Living	<p>Relax! It's the weekend! Where you head to the beach, head to the lake, or hang around the house and tend to your gardens, the weekend is the time to unwind and recharge the batteries. Here, we feature second homes nationwide, where the decorating emphasis is on easygoing, easy care, and easy living. Also, great travel ideas abound.</p>	3/31/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Better Homes and Gardens	August	7/21/09	Makeovers	THEME HIGHLIGHTS <ul style="list-style-type: none"> • Room Makeovers • Garden Trouble Spots Solved INDOORS <ul style="list-style-type: none"> • Bath Facelift • Window Treatment Solutions • Problem-solving Makeovers OUTDOORS <ul style="list-style-type: none"> • Landscaping Problems Solved • Plantings for Tough Conditions LIVING GREEN <ul style="list-style-type: none"> • TK LIVING <ul style="list-style-type: none"> • Beauty: Super-easy Solutions • Money: When Your Kids or Relatives Hit Hard Times FOOD <ul style="list-style-type: none"> • Healthier Meals Made Simple 	5/15/09



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Better Homes and Gardens (cont.)				<ul style="list-style-type: none"> Cooking Summer's Bounty Good & Healthy: Blackberries HEALTHY YOU <ul style="list-style-type: none"> Better Sleep—in a Just-right Bedroom The Estrogen Dilemma FAMILY MATTERS <ul style="list-style-type: none"> Sharing Your Family Tree BBD <ul style="list-style-type: none"> Renovation Trends (Products, Flooring, Lighting, Windows) 	
Country Home	July/August	6/23/09	Let's Go Antiquing!	<p>Country Home readers love the thrill of the hunt and savor the decorating process as part of a journey to create a home filled with meaning inside and out. This is always our readers' favorite issue, and it's filled with sources and ideas or collectors.</p> <ul style="list-style-type: none"> Top 10 collectibles: Our annual look at the hottest trends in antiquing, with insider information our readers crave Hot Antiques Shows: Where readers can go to get the best deals on the vintage pieces they love A colorful kitchen brims with cool junk, budget savvy ideas and personal touches Tour a collector's garden and glean great ideas for incorporating favorite flea-market and vintage finds into outdoor spaces A trip on a heritage schooner yields not just a relaxing escape but also great-tasting traditional recipes 	4/28/09
Traditional Home	August/September	7/21/09	20th Anniversary	<p>Let's Celebrate! Join Traditional Homes as we celebrate 20 years of classic taste and modern lives. We will look back at design icons of the last 20 years, as well as explore what the next 20 years might bring in home design. We will celebrate 20 top designers in their 20s (the future icons of design) and much, much more.</p>	5/20/09

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Better Homes and Gardens	September	8/18/09	HIC Winners	THEME HIGHLIGHTS <ul style="list-style-type: none"> Winners from 2008-2009 Home Improvement Challenge IDEAS <ul style="list-style-type: none"> Office Work Space INDOORS <ul style="list-style-type: none"> Style Make Simple: Furniture Makeovers Furniture Arranging Know-how HIC Contest Winners LIVING GREEN <ul style="list-style-type: none"> TK LIVING <ul style="list-style-type: none"> Beauty: Hair You Can Wear any Length Money: Back-to-School Strategies FOOD <ul style="list-style-type: none"> Feature: More Modern Spaghetti What's Cooking: Dutch Oven Cooking Good & Healthy: Cheeses HEALTHY YOU <ul style="list-style-type: none"> Home Safety Guide FAMILY MATTERS <ul style="list-style-type: none"> Back-to-School Special Section BBD <ul style="list-style-type: none"> That's Entertainment (Multi-media rooms & products) 	6/15/09
Country Home	September	7/18/09	Before & After	<p>Research shows that before-and-after stories are tied for the top spot among reader favorite topics. We spin this perennial shelter-magazine topic to show decorating makeovers, light remodels and full-blown renovations</p> <ul style="list-style-type: none"> A historic Connecticut farmhouse gets a warm makeover Custom detail stake an Indiana kitchen from 	6/23/09



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Country Home (cont.)				<ul style="list-style-type: none"> builder basic to a colorful and high personalized heart of the home Editor-at-large Matthew Mead transforms a porch into a cozy fall hangout Fall gardening ideas 	
Traditional Home	August/September	7/21/09	20th Anniversary	Let's Celebrate! Join Traditional Homes as we celebrate 20 years of classic taste and modern lives. We will look back at design icons of the last 20 years, as well as explore what the next 20 years might bring in home design. We will celebrate 20 top designers in their 20s (the future icons of design) and much, much more.	5/20/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Better Homes and Gardens	October	9/15/09	Fall Decorating	<p>THEME HIGHLIGHTS</p> <ul style="list-style-type: none"> Fall-decorated Homes Pumpkin-Decorating Ideas Autumn Gardens <p>IDEAS</p> <ul style="list-style-type: none"> Fall Touches <p>INDOORS</p> <ul style="list-style-type: none"> Style Make Simple: Tables Made from Home Center Components Bath Notebook <p>OUTDOORS</p> <ul style="list-style-type: none"> Spring Bulbs to Plant Now <p>LIVING GREEN</p> <ul style="list-style-type: none"> TK <p>LIVING</p> <ul style="list-style-type: none"> Beauty: Your Neck Travel: Fall/Winter Travel Deals Money: Home Insurance <p>FOOD</p> <ul style="list-style-type: none"> Harvest Potluck (Personality-based) What's Cooking: Roasting Vegetables Good & Healthy: Pomegranates <p>HEALTHY YOU</p> <ul style="list-style-type: none"> Breast Health <p>FAMILY MATTERS</p> <ul style="list-style-type: none"> "You Want to Talk About What?!" <p>BBD</p> <ul style="list-style-type: none"> Masterful Retreats <p>FIRST PLACE</p> <ul style="list-style-type: none"> Kitchen Therapy: Interim Measures 	7/15/09
Country Home	October	9/22/09	Fall Decorating	<p>The pumpkin party is a holiday decorating and entertaining topic that generates positive reader feedback every year. In this issue, we'll pair this popular topic with a fall decorating primer on adding warmth, color and comfort to your rooms</p> <ul style="list-style-type: none"> Warm up your rooms with pretty country colors, fabrics and furnishings Take cozy-decorating cues from an updated 18th-century Maryland farmhouse It's jack-o-lantern time again, and we've got a whole patch of new ideas for painting, carving and embellishing with produce A kitchen addition filled with built-ins and charming Low Country style Recipes from War Eagles Mill, Arkansas: adding healthful grains to your favorite breads 	7/28/09
Traditional Home	October	9/15/09	Designers on Design	It's always fascinating to hear a designer describe his or her source of inspiration for a fabric collection, a new line of furniture, or the palette of a showhouse dining room. In our October issue we draw them out and go way behind the scenes to find those inspirations. It promises to be an intriguing exploration of how creative people create, because so much can be learned from not only appreciating the radiant result but also understanding the process that led to it.	7/20/09



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Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Better Homes and Gardens	November	10/20/09	Good & Easy!	THEME HIGHLIGHTS <ul style="list-style-type: none"> • Feature: Turkey's Starring Role • Easy Holiday Baking • Good and Healthy: Dried Fruits IDEAS <ul style="list-style-type: none"> • Fall Touches INDOORS <ul style="list-style-type: none"> • Thanksgiving Touches for Your Home LIVING GREEN <ul style="list-style-type: none"> • Insulation LIVING <ul style="list-style-type: none"> • Beauty: Facial Primer • Money: Downsizing Debt FOOD <ul style="list-style-type: none"> • See Highlights Above HEALTHY YOU <ul style="list-style-type: none"> • Diabetes: Advances, Challenges, Prevention (Including Kids) FAMILY MATTERS <ul style="list-style-type: none"> • How Over-Scheduled is Your Kid? BBD <ul style="list-style-type: none"> • Kitchens for Gatherings 	8/14/09
Country Home	December/Holiday	11/10/09	Decorating for the Holidays	<p>The theme of this issue says it all; it's all about readying your rooms for the holidays—something our readers love to do. From focus groups we learned that this is the issue readers hold onto—a true keeper.</p> <ul style="list-style-type: none"> • Hands on Style: Easy gift wrap ideas from editor at large Matthew Mead • Stockings, ornaments and more • Gifts for everyone on your list • A winter feast • Winning cookie recipes 	9/15/09
Traditional Home	November	10/20/09	Modern Life Women Making a Difference	<p>A U.S. government agency recently released a study on volunteering that stated the people who volunteer the most in America are women—specifically, women who have a job and children. In some ways, it's the same old story with a twist: If you want something done, give it to a busy woman. In this issue we celebrate the achievements of women who give of their time, their ideas, their energies—in other words, of themselves—to make a positive impact on their communities. We also salute caring companies (who donate part of their proceeds to charity), designers making a difference, and, never forgetting the reason our readers come to us, we will show our usual array of fabulous homes and gardens.</p>	9/20/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Better Homes and Gardens	December	11/17/09	Holiday	THEME HIGHLIGHTS <ul style="list-style-type: none"> • Gift Guide • Holiday Decorating & Food • Cookies • Traditions 	9/15/09
Country Home	December/Holiday	11/10/09	Decorating for the Holidays	<p>The theme of this issue says it all; it's all about readying your rooms for the holidays—something our readers love to do. From focus groups we learned that this is the issue readers hold onto—a true keeper.</p> <ul style="list-style-type: none"> • Hands on Style: Easy gift wrap ideas from editor at large Matthew Mead • Stockings, ornaments and more • Gifts for everyone on your list • A winter feast • Winning cookie recipes 	9/15/09
Traditional Home	December	11/18/09	Celebrate the Season	<p>Christmas rolls around again, as it does this time every year, and we are ready for it. We have beautifully decorated houses from across the country; we have tips on how to entertain</p>	9/20/09



Editorial Calendar 2009

Inspired Home



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Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Traditional Home (cont.)				gatherings both large and small; we have festive decorating ideas; we have gift ideas; we even have tips on how to keep the holidays simple and stress-free. We like to say nobody does the holidays like Traditional Home. Only because it's true.	



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Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
American Baby	March		Regular Issue	<ul style="list-style-type: none"> • Merchandise: Nursery • Saver Series: Credit • 10 Things to Know About...Talking • Manners • Spring Cleaning • Baby's First Finger Foods • Why We Love Babies • How I Saved for My... • Baby's Health: Tummy Troubles • Pregnancy: Pregnancy at Any Age • Cord Blood (Prenatal) 	11/6/08
Family Circle	March	2/10/09	Regular Issue	<ul style="list-style-type: none"> • Flower Arranging • Home Office Décor • Kids and Avatars • Disaster: Prep Your Family • Midlife Mom Reinvention • Guide to Better Sleep • Healthiest Food Combos • Spring Hair & Makeup • Jeans that Flatter Every Figure • Healthy Pasta • Freezer Fresh Favorites • 5-Ingredient Desserts 	12/12/08
Parents	March	2/17/09	Regular Issue	<ul style="list-style-type: none"> • Special Feature: Best Family Cars • Beauty: Gorgeous Skin Guide • Feature: Games That Teaches Values • Home: Create a Home Office • Food: Healthy Snacks 	12/16/08

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
American Baby	April		Regular Issue	<ul style="list-style-type: none"> • Merchandise: Mealtime • Saver Series: Mementos • Above and Beyond the Vitamins (Kids & Adults) • Car Safety • 10 Things to Know About...Toilet Training • 1st Week Survival Guide • Baby's Health: Asthma and Allergies • Pregnancy: Super Foods • Pregnancy and Digestive Problems (Prenatal) PRESCHOOL SECTION • Listen to Teacher • Healthy Snacks • Preschool Products 	2/6/09
Family Circle	April 1	3/3/09	Regular Issue	<ul style="list-style-type: none"> • Easter Crafts • Easy Green Home Ideas • Eco-Friendly Flooring • Authoritative Parenting • Great American Bake Sale: Success Stories • Eco-Families/Teens • Headaches • Best Indoor Workouts • At-Home Hair Color • Spring Fashion Trends • Quick & Easy Chicken • 20-Minute Meals 	1/2/09
Family Circle	April 17	3/24/09	Save Big Money	<ul style="list-style-type: none"> • 50 Great Finds for Under \$50 • Digital Cameras • Mind Your Spending • Teen Money Savvy • Budget Travel Ideas • Back Pain • Lose Weight for Less • Style Bargains • Lean Beef Recipes • Money-Saving Meals • Great American Bake Sale: Best Recipes 	1/23/09
Parents	April	3/17/09	Regular Issue	<ul style="list-style-type: none"> • Health: Total Guide to Healthy Teeth • Feature: Simplify Your Life • Finance: Insurance Questions • Fun: My First Garden • Travel: Bargain Disney 	1/20/09



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Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
American Baby	May		Regular Issue	<ul style="list-style-type: none"> • Merchandise: Kids's Fashion • Saver Series: Sanity • How to Get Dad to Help • Two-Faced Beauty: Real Mom Makeovers • Sibling Rivalry • 10 Things to Know About...Travel • Weight Loss Stories • Why We Love 1 Year Olds • Baby's Health: Summer Safety • Pregnancy: What Do All These Tests Mean? • When Can I...? (Prenatal) 	3/6/09
Family Circle	May	4/14/09	Regular Issue	<ul style="list-style-type: none"> • Decorating with Patterns • Vegetable Garden • Chandeliers • Great American Bake Sale: Hunger Report • Teen Smoking • Financial Happiness • How to Boost Your Husband's Health • Asthma & Allergies • Walking Challenge • Mom/Daughter Style Secrets • Extreme Makeover Dinners • Power Lunches 	2/13/09
Parents	May	4/14/09	Birthday Parties	<ul style="list-style-type: none"> • Special Feature: 100 Birthday Party Ideas • Beauty: DIY Hairstyles • Feature: Baby Skin Care • Feature: Raising Moral Kids • Food: Cooking with Kids 	2/20/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
American Baby	June		Regular Issue	<ul style="list-style-type: none"> • Merchandise: Strollers • Saver Series: Calories • Late Bloomers • Home-Storage Ideas • 10 Things to Know About...Bottle Feeding • Dawdling • Celebrity Dad Interviews • Baby's Health: Hearing Loss • Pregnancy: Guide to a Good Night's Sleep • Easing Labor Anxiety (Prenatal) 	4/6/09
Family Circle	June	5/12/09	Regular Issue	<ul style="list-style-type: none"> • Summer Décor • Decking Ideas • Teen Drug Report • Online Banking Safety • Volunteer Vacations • Skin Cancer • Eat to Beat Stress • Walking Challenge • Summer Hair, Skin, Makeup Routines • Best Swimsuits • BBQ/Grilling Special • Peaches, Plums, Nectarine Desserts 	3/20/09
Parents	June	5/19/09	Family Sun Safety Guide	<ul style="list-style-type: none"> • Special Feature: AAD/Parents Sun Safety Guide • Feature: First Year Feeding • Discipline: Toddler Independence • Food: Healthy Breakfast • Fun: Father's Day Crafts 	3/13/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
American Baby	July		Regular Issue	<ul style="list-style-type: none"> • Merchandise: Beach • Budget: Car • Dining Out Behavior • The Fatigue Factor for New Moms • Vacation Milestones • Spacing Your Family • Why We Love 2 Year Olds • 10 Things to Know About...Solids • Baby's Health: Sleep Schedule • Pregnancy: Overdue 	5/6/09



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Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
American Baby (cont.)				<ul style="list-style-type: none"> • Compulsions You Can't Ignore (Prenatal) 	
Family Circle	July	6/9/09	Regular Issue	<ul style="list-style-type: none"> • Outdoor Style • Moving • Teen Summer Jobs • Family Travel Survey • Friendship Rifts/Regrets • HPV Vaccine • Walking Challenge • Meltproof Makeups • Best Looks for Under \$75 • No-Cook Suppers • Party Pleasures • Iced Desserts 	4/10/09
Parents	July	6/16/09	Regular Issue	<ul style="list-style-type: none"> • Beauty: Home Manicures • Health: Water Safety for Kids • Feature: Tech Products That Make Mom's Life Easier • Fun: Luau Birthday Party • Travel: All-American Family Trips 	4/20/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
American Baby	August		Regular Issue	<ul style="list-style-type: none"> • Merchandise: Fall Fashions • Budget: Food • Babyproofing Your Marriage • How to Raise Optimistic Kids • Grandparents • Baby's Health: Newborn Screening • Pregnancy: Complications • Getting Through Labor (Prenatal) PRESCHOOL SECTION • Food • Learning Toys • Growth of Friendship 	6/5/09
Family Circle	August	7/7/09	Regular Issue	<ul style="list-style-type: none"> • Flea Market Finds • Closet Systems • Best Towns for Families • Teens & Hazing • Family DNA Tracking • Skin Conditions • Why Your Diet isn't Working • Secrets to Flawless Skin 	5/8/09
Parents	August	7/14/09	Regular Issue	<ul style="list-style-type: none"> • Special Feature: ADA/Parents Healthy Eating Handbook • Beauty: Travel-Friendly Beauty Products • Health: Accident-Proof Your Home • Feature: Summer Reading • Fun: Beach Games 	5/20/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
American Baby	September		Regular Issue	<ul style="list-style-type: none"> • Merchandise: Stop Crying • Budget: Home • Celebrity Quotes • Discipline: 3 Views • Birth Control Guide • 10 Things to Know About...Walking • Best Foods...for Pregnancy, Baby and New Mom • Why We Love 3 Year Olds • Baby's Health: Autism • Pregnancy: C-Sections • Top 5 Pregnancy Complaints (Prenatal) 	7/6/09
Family Circle	September	8/4/09	Back to School	<ul style="list-style-type: none"> • Tween/Teen Homework Station • Real Family Home: Collections & Kids • Photo Displays • How Boys & Girls Learn • Kids' Motivation • College Prep for Parents • Healthy Schools • Boost Your Memory 	6/5/09



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Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle (cont.)				<ul style="list-style-type: none"> Family Stress Makeover Kids' Back-to-School Style Bargains Organize Your Beauty Routine Fast Weeknight Suppers After-School Snacks Better Breakfasts 	
Parents	September	8/18/09	Back to School	<ul style="list-style-type: none"> Special Feature: Back to School Handbook Health: First Aid for Kids Feature: Twins Food: Healthy Brown-bag Lunches Fun: Computer Crafts 	6/22/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
American Baby	October		Regular Issue	<ul style="list-style-type: none"> AMBY Awards Pain Reliefs (Prenatal) The Doctor is Out New Mom Guilt American Baby Basics: Independence and Self-Esteem What Babies Love Multiples Baby's Health: Which Diseases are Contagious Pregnancy 	8/6/09
Family Circle	October 1	9/1/09	Regular Issue	<ul style="list-style-type: none"> Pumpkins/Fall Décor Laundry Room Bully-Proof Your Teen Planning for Empty Nest Breast Cancer Section: Detection, Treatments, News Eat More, Weigh Less Hair Makeovers Fall's Top Fashion Trends Test-Kitchen Secrets Apple/Pumpkin Desserts 	7/3/09
Family Circle	October 17	9/22/09	Regular Issue	<ul style="list-style-type: none"> Paints and Trims Organized Refrigerator Teens' Online Life Sticky Money Dilemmas Boost Your Energy Caregiving Solutions Best Drugstore Beauty Buys Fall Accessories Cooking with Spices Quick & Easy Cheese Recipes 	7/24/09
Parents	October	9/15/09	Halloween Costumes and Crafts	<ul style="list-style-type: none"> Special Feature: Halloween Costumes and Crafts Beauty: Beauty Tips from Real Moms Finance: Make Money at Home Feature: Potty Training Home: Cool TV Rooms 	7/20/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
American Baby	November		Regular Issue	<ul style="list-style-type: none"> Toys of the Year STDs (Prenatal) Can You Afford to Quit Working American Baby Boot Camp: Grooming When Baby's Schedule Gets Disrupted Baby's Health: Ear Infections Pregnancy: Premature Babies 	9/6/09
Family Circle	November 1	10/13/09	Regular Issue	<ul style="list-style-type: none"> Easy Kitchen Updates Cleaning Awards Best Video Games Kids and Ethics California Travel Cholesterol Facts Easy Health Boosters from Morning to Night Dermatologists' Skin Secrets Best Coats Budget Meals 	8/14/09



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Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
Family Circle (cont.)				<ul style="list-style-type: none"> • Cook Once, Eat Three Times 	
Family Circle	November 29	11/4/09	Regular Issue	<ul style="list-style-type: none"> • Easy Entertaining Style • Family Christmas • Decode Your Teen's Mood • Time-Saving Charities • Family Cold/Flu Guide • Indulge and Still Lose Weight • Winners of the 3rd Annual Model Mother-Daughter Search: Hair, Fashion and Makeup • Thanksgiving Menu • Christmas Cookies 	9/4/09
Parents	November	10/13/09	Annual Toy Guide	<ul style="list-style-type: none"> • Special Feature: Annual Toy Guide • Health: Tummy Troubles • Values: Teaching Generosity • Feature: Big Sleep Guide • Travel: Cold Weather Getaways 	8/20/09

Magazine	Issue	On-Sale Date	Editorial Theme	Editorial Highlights	Close Dates
American Baby	December		Regular Issue	<ul style="list-style-type: none"> • Gift Guide • Birth Plan- What to Really Expect (Prenatal) • Holiday Survival Guide for New Parents • American Baby Basics: The Baby Brains • Baby's Health: Medications • Pregnancy: Allergies and Asthma 	10/6/09
Family Circle	December	11/25/09	Regular Issue	<ul style="list-style-type: none"> • Holiday Décor • Seasonal Craft • Kids and Spirituality • Family Tech Gifts • Women's Gyno Guide • At-Home Gym/Workouts • Sexy Makeup Makeover • Holiday Accessories • Holiday Desserts and Entertaining 	9/25/09
Parents	December	11/17/09	Happy Holidays	<ul style="list-style-type: none"> • Special Feature: Holiday Craft and Decor • Beauty: Pretty Holiday Makeup • Health: Boost Your Child's Immunity • Feature: Less Presents, More Fun • Food: Amazing Cookies and Treats 	9/21/09