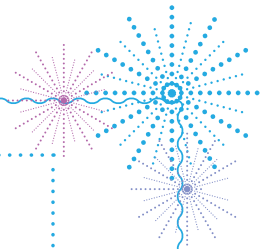


2014 Editorial Calendar



January *Happy Issue*

- What's on the Fridge gatefold
- Win It page: Fitness
- Casserole Queens
- DIY Challenge: Old sweaters
- Chicken Tonight: Make over your chicken dinner
- How to display photos

On Sale: 12/10/2013
Space Close: 10/17/2013

February *Heart Health Issue*

- What's on the Fridge gatefold
- Win It page: Cleaning
- Live Longer and Stronger Challenge with Joy Bauer
- Project Declutter with Lorie Marrero
- Special expanded heart-health section

On Sale: 1/7/13
Space Close: 11/15/2013

March *Cozy Issue*

- What's on the Fridge gatefold
- Win It page: Beauty
- Casserole Queens
- Family Debt Makeovers with Dave Ramsey
- RDA awardees/heart disease survivor stories
- Interactive Issue

On Sale: 2/11/2014
Space Close: 12/6/2013

April *Organizing & Great Value Awards Issue*

- What's on the Fridge gatefold
- Win It page: Organizing
- Craftsy: Fabric dyeing
- The Pioneer Woman Ree Drummond's Easter Menu

On Sale: 3/11/2014
Space Close: 1/17/2014

May *Look Good, Feel Good Issue*

- What's on the Fridge gatefold
- Win It page: Fashion accessories (bags, jewelry)
- Special style and beauty section
- Upcycling: Flea market finds
- Interactive Issue

On Sale: 4/15/2014
Space Close: 2/21/2014

June *Summer Shape Up Issue*

- What's on the Fridge gatefold
- Win It page: Entertainment (movies, books, etc)
- DIY Challenge
- Joy Bauer's diet and fitness plan

On Sale: 5/13/2014
Space Close: 3/21/2014

July *Summer Bounty & Fourth of July Issue*

- What's on the Fridge gatefold
- Win It page: Outdoor summer fun
- Casserole Queens
- Classic summer recipes

On Sale: 6/10/2014
Space Close: 4/11/2014

August *Summer Fun & Entertaining Issue*

- What's on the Fridge gatefold
- Win It page: Travel
- Craftsy: crochet, photography, furniture or food
- Project Declutter with Lorie Marrero
- Outdoor barbecue party

On Sale: 7/15/2014
Space Close: 5/9/2014

September *Big Savings Issue*

- What's on the Fridge gatefold
- Win It page: Back-to-School
- Casserole Queens
- Budget home makeover
- Interactive Issue

On Sale: 8/12/2014
Space Close: 6/20/2014

October *Fall Comfort Food & Halloween Issue*

- What's on the Fridge gatefold
- Win It page: Pet care
- Project Declutter with Lorie Marrero
- Halloween special section

On Sale: 9/9/2014
Space Close: 7/18/2014

November *Thanksgiving & Do Good Issue*

- What's on the Fridge gatefold
- Win It page: Kitchen gadgets
- Craftsy: crochet, photography, furniture or food
- Expanded community section
- Interactive Issue

On Sale: 10/14/2014
Space Close: 8/19/2014

December *Holidays for Less Issue*

- What's on the Fridge gatefold
- Win It page: Holiday organizing and entertaining
- Holiday open house

On Sale: 11/11/2014
Space Close: 9/19/2014

For more information, contact your *Woman's Day* representative or Ashley Klopfer at 212.649.7302/aklopfer@hearst.com.

Please note: All editorial subject to change.