

2014 Editorial Calendar

JANUARY

Happy Issue

- What's on Your 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: 12/17/13

Space Close: 10/24/13

FEBRUARY

Heart Health Issue

- What's on Your 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: 1/14/14

Space Close: 11/19/13

MARCH

Cozy Issue

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

On Sale: 2/11/14

Space Close: 12/12/13

APRIL

Organizing & Great Value Awards Issue

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

On Sale: 3/11/14

Space Close: 1/16/14

MAY

Look Good, Feel Good Issue

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

On Sale: 4/15/14

Space Close: 2/20/14

JUNE

Summer Shape Up Issue

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

On Sale: 5/13/14

Space Close: 3/20/14

JULY

Summer Bounty & Fourth of July Issue

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

On Sale: 6/10/14

Space Close: 4/17/14

AUGUST

Summer Fun & Entertaining Issue

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

On Sale: 7/15/14

Space Close: 5/22/14

SEPTEMBER

Big Savings Issue

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

On Sale: 8/12/14

Space Close: 6/19/14

OCTOBER

Fall Comfort Food & Halloween Issue

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

On Sale: 9/9/14

Space Close: 7/17/14

NOVEMBER

Thanksgiving & Do Good Issue

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

On Sale: 10/14/14

Space Close: 8/21/14

DECEMBER

Holidays for Less Issue

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

On Sale: 11/11/14

Space Close: 9/18/14

All dates and editorial are subject to change.

Woman's Day

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