



fitness
Mind, Body + Spirit

2012 FITNESS EDIT CALENDAR

JANUARY: The Diet Issue

- *You Can Do It!* Lose 10 Pounds Workout and Diet
- Hair Repair
- Beat Colds and Flu
- Jumpstart Your Diet

Online: Your Best Body Ever: *You Can Do It!* Newsletter

CLOSING | MATERIALS DUE: 10/24 ON SALE: 12/20

FEBRUARY: The Power Issue

- 10 Top Workout DVDs
- All About Eyes (Beauty Story)
- Sleep for Your Health
- Why Counting Calories Doesn't Work

Online: Half-Marathon Training Guide

CLOSING | MATERIALS DUE: 11/23 ON SALE: 1/17

MARCH

- "We ran the MORE/FITNESS Half-Marathon"
- How to Get Glowing Skin
- The Fittest Female Docs
- Healthy Eating Fixes

Online: Face of FITNESS Facebook Contest*

CLOSING | MATERIALS DUE: 12/21 ON SALE: 2/14

APRIL: The Body Issue

- Spring Beauty & Fashion
- Sneaker Guide
- Body Confidence Survey
- Sexual Health Report

Online: The Fitterati Blogger Network

Half-Marathon Facebook Photos*

CLOSING | MATERIALS DUE: 1/24 ON SALE: 3/13

MAY 20TH ANNIVERSARY SPECIAL

- Timeline: Top Moments in Fitness from the Past 20 Years
- 20 Champions of Health & Fitness
- *You Can Do It!* Bikini Body (Part I)
- The Best Swimsuits for Your Shape
- Hair Styling Secrets

Online: Virtual Race

CLOSING | MATERIALS DUE: 2/24 ON SALE: 4/17

JUNE

- *You Can Do It!* Bikini Body (Part II)
- Skin Cancer Beauty Report
- Summer Fashion
- Summer Gear Guide

CLOSING | MATERIALS DUE: 3/23 ON SALE: 5/15

Note: Calendar subject to change due to breaking news and editorial discretion

*Sponsorable



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FITNESS MISSION

FITNESS delivers strategies and tools that help women make **little changes** to achieve **big success**. The brand empowers women to embrace fitness as a lifestyle — not an age or dress size — and to change the conversation from “skinny” to “healthy.”

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JULY/AUGUST: The Makeover Issue

- Healthy Food Awards
- Melt-Proof Your Makeup
- Mind, Body, Spirit Getaways
- Boost Your Body Image

CLOSING | MATERIALS DUE: 5/1

ON SALE: 6/26

SEPTEMBER

- Fall Fashion
- Your Best Hair Color Ever
- Slimmer This Weekend Workout
- Germs to Watch Out for at the Gym

CLOSING | MATERIALS DUE: 6/22

ON SALE: 8/14

OCTOBER: The Energy Issue

- Beauty Awards
- Health Shortcuts
- Power Up Your Lunch

CLOSING | MATERIALS DUE: 7/23

ON SALE: 9/18

NOVEMBER/DECEMBER

- Holiday Beauty
- Gear Gift Guide
- Eat, Drink and Still Shrink
- Online:** Holiday Gift Guides

CLOSING | MATERIALS DUE: 9/3

ON SALE: 10/23

REGULAR FEATURES

BEAUTY	FITNESS	NUTRITION	HEALTH
Get Gorgeous News	Get Fit News	Eat Right News	Live Healthy News
Beauty Buys	Express Workout	Nutrition Q&A	Health Q&A
Save Your Skin Stat	Run/Walk Guide	Lighten Up	
Style Q&A	Fitness Fix	Dinner for Less	

24/7 FITNESS

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