

2012 EDITORIAL CALENDAR



FEBRUARY

Reinvention Issue

- Club Sandwich

MARCH

Spring Fashion

APRIL

Spring Beauty & Hair

- Live Rich At Any Income

MAY

Strong Women

- Fierce List
- Club Sandwich

JUNE

Men We Love

- Swimsuits Under \$100

JULY/AUGUST

Everything Under \$100

- Summer Reading
- Club Sandwich

SEPTEMBER

Fall Fashion

OCTOBER

Big Beauty Issue

- The Great Beauty Try-On
- Beauty Search Winners

NOVEMBER

What Women Want from Work

- Club Sandwich

DECEMBER/ JANUARY

Celebration Issue

- Job Genius Award
- Annual Gift Guide

CLOSING DATES

ISSUE	AD CLOSE & MATERIALS DUE	ON SALE
FEBRUARY	11/22/11	1/24/12
MARCH	12/22/11	2/28/12
APRIL	1/23/12	3/27/12
MAY	2/22/12	4/24/12
JUNE	3/22/12	5/22/12
JULY/AUGUST	4/23/12	6/26/12
SEPTEMBER	6/22/12	8/28/12
OCTOBER	7/23/12	9/25/12
NOVEMBER	8/22/12	10/23/12
DEC/JAN 2012	9/21/12	11/27/12

All content subject to change.

ROTATING FEATURES

MORE NOW!

Front-of-book culture watch for clued in women

Celebrity Sit-Down • Eat, Drink, Read • Wonder Woman • Seen & Heard • Buzz • Culture • Books • Movies • Technology

MORE FASHION

Fashion News Quick takes on the latest styles & accessories

A Woman of Style & Substance Profile of an influential designer or fashion icon

Fashion for Grownups Trends & tips for real women

MORE BEAUTY

Beauty News The latest products chosen by *More's* beauty editors

This is What ___ Looks Like Portrait of a real woman and her age-defying perspective

Beauty Master Class In-depth, single-topic focus for women with changing needs

ESSAYS/PROFILES

Memoir The powerful, emotional narrative of one woman's journey

Newsmaker Q&A with a high-profile news headliner

Attitude An opinionated woman speaks her mind

Hire Calling We celebrate a woman who is changing the world

CAREER & MONEY

Second Acts Inspiration from women who have reinvented their lives

Finance The cash & investments master class

Trends Exploration of the latest challenges and opportunities at work

LIFESTYLE

Travel Feature A first-person visit to an extraordinary locale

Food Unique, mouth-watering recipes

Politics • World Affairs • Cover Celebrity Interview

BODY/MIND

Health News The latest advice on a variety of health topics

Body & Mind Special features on sex, psychology, diets & drugs with research & resources

Healthy Eating In-depth info on fueling one's body

Fit Happens Exercise advice to live better & longer

CLUB SANDWICH

Men, children, parents, friends— the guide to all the *other* people in a woman's life

