

editorial calendar 2012



TOPICS

Cancer Care

We offer comprehensive information and coverage of the latest therapeutic advances, special disease-specific reports, FDA news, legislative news, health insurance, clinical trials, supportive care, and up-to-date clinical news.

Women's Health

Women provides in-depth feature articles on topics related to women's health. Market research shows that when it comes to health, women are concerned about diet and eating right in addition to specific disease topics (cancer, cardiovascular and diabetes). *Women* includes coverage of these topics as well as skin care, heart disease, cholesterol, and osteoporosis.

Wellness

We provide in-depth features on nutrition, exercise, healthy cooking, spiritual health and healing, and other wellness topics.

Family and Community

Survivors, families, advocates, and friends share their personal journeys and triumphs in our unique features. We also offer insight about managing health challenges and care-giving.

Prevention and Screening

We address the most current topics concerning disease prevention, screening and early detection, genetic testing, environmental risk factors, and consumer awareness.



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EDITORIAL CALENDAR

The calendar includes features planned for the upcoming issues of *Women*. Additions will be made and current features are subject to change.

Winter 2011

The Anti-Inflammatory Diet
 5 Tips for Serenity
 Lisa Niemi
 Managing Chronic Pain
 Advances in Colon Cancer
 Research and Treatment
 Advances in Melanoma
 Research and Treatment

Spring 2012

The Plant-Based Diet: What is it?
 Advances in Lung Cancer
 Research and Treatment
 Jai Pausch
 Skin Cancer Prevention
 Chronic Fatigue and Fibromyalgia
 Leukemia

In Every Issue

Departments and Columns

- More Than Skin Deep
- Nutrition Column and Recipes for Healthy Living
- Life Coach
- By Your Side
- Fertility Q & A
- Look Good...Feel Better
- Ask the Doctor
- Breaking News

Summer 2012

Weight Loss After 40
 Leukemia and Myelodysplastic
 Syndromes
 Diabetes
 Farm Fresh Summer Foods
 Exercise for Bone Health

Fall 2012

Glycemic Index vs. Glycemic
 Load: What does it mean?
 Breast Cancer
 Special Section
 Ovarian Cancer
 Special Section
 Menopause
 Comfort Food



Set the Date... for Cancer Screenings

AGE	10	20	30	40	50	60	70
Cervix							
Breast							
Colon							
Skin							



women	Production 2011-2012			
	Q4 Winter 2011	Q1 Spring 2012	Q2 Summer 2012	Q3 Fall 2012
Ad Space Close (advertisers IO's due)	9/15	12/22	3/29	7/5
Ad Materials due	10/6	1/18	4/19	7/26
On-Sale/In-Home Date	11/30	3/15	6/13	9/12

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