

MAILING ADDRESS

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Editorial Calendar

Apr 2010

NEW YOU? WHAT'S WRONG WITH THE OLD YOU *issue*
 Featuring Fashion innovator Ben Barry and his mom's story of her son's determination to change the world!
PLUS How to love yourself NOW, not 10 pounds from now
Cover: Ben Barry & his mom Connie Barry
SPECIAL SECTION:
 Mother's Day

June 2010

DIRRTY *issue*
 Featuring Gardening Tips, Patio Party ideas & a Sippin' Menu
Cover: Edmonton's Global TV Anchor Lynda Steele
SPECIAL SECTION:
 Hot dads and why we love them

Sept 2010

CRYSTAL *issue*
 Featuring the best and worst of MOM over the past year
PLUS Official Launch into Ottawa & Calgary
Cover: Entrepreneurial Mom's founder Christie Schultz
SPECIAL SECTION:
 Breast Cancer Awareness

Holiday Issue 2010

SANTA'S SACK *issue*
 Ultimate Holiday Gift Guide & Giveaway!
Cover: Self-Realization Rocks Guru Danielle LaPorte
SPECIAL SECTION:
 Family Violence Prevention Awareness

Feb 2011

GRAVITY SUCKS *issue*
 Unusual Spa Treatments to help you age disgracefully!
Cover: Erica Ehm & her Yummy Mummy Club team
SPECIAL SECTION:
 Valentine's Day Tips for the every girl

PUBLISHING schedule

Apr 2010 New You? issue
Advertising Deadlines:
Booking - Mar. 12
Street Date - April 9

June 2010 Dirrty issue
Advertising Deadlines:
Booking - May 14
Street Date - June 11

Sept 2010 Crystal issue
Advertising Deadlines:
Booking - Aug. 20
Street Date - Sept. 3

Holiday Issue 2010
Advertising Deadlines:
Booking - Nov. 5
Street Date - Nov. 19

Feb 2011 Gravity Sucks issue
Advertising Deadlines:
Booking - Jan. 14
Street Date - Feb. 4

EVENT SPONSORSHIP OPPORTUNITIES

FIERCE Business Woman of the Year Awards Gala Saturday, April 24, 2010
Naughty Girls Only Pajama Party April 2010
2nd Annual Foresome Saturday, July 25 2010
3rd annual Scavenger Hunt September Issue