

EDITORIAL CALENDAR

Feb/March

COZY & CUTE

SPACE: 11/08/19
MATERIALS: 11/15/19
ON SALE: 1/14/20



GIVEAWAYS: Books We're Crushing On + Things We Heart

April/May

SPRING STYLE

SPACE: 1/10/20
MATERIALS: 1/17/20
ON SALE: 3/17/20



GIVEAWAYS: Spectacular Spring Reads + Fresh Spring Picks

June/July

SIZZLING SUMMER

SPACE: 3/06/20
MATERIALS: 3/13/20
ON SALE: 5/12/20



GIVEAWAYS: Beach Blanket Book Club + Sweet Summer Stash

Aug/Sept

BACK-TO-SCHOOL GUIDE

SPACE: 5/08/20
MATERIALS: 5/15/20
ON SALE: 7/14/20



GIVEAWAYS: Backstage Pass + Glam Guide

Oct/Nov

AMAZE AUTUMN

SPACE: 7/10/20
MATERIALS: 7/17/20
ON SALE: 9/15/20



GIVEAWAYS: Teen Read Week + Fab Fall Finds

Dec/Jan

HAUTE HOLIDAYS

SPACE: 9/11/20
MATERIALS: 9/18/20
ON SALE: 11/17/20



GIVEAWAYS: Holiday Wish List + Cool Winter Reads