


FitPregnancy 2012 EDITORIAL CALENDAR

EDITORIAL MISSION: *Fit Pregnancy* is the first and most trusted source of information and tools for today's active pregnant woman and new mother. Our fresh, energetic design reflects her smart, stylish sensibility and our relevant, award-winning editorial enables her to make educated decisions for a joyful pregnancy, healthy baby and confident life as a new mom.


FEBRUARY/MARCH

- The Weight Issue – How not to gain too much weight during pregnancy and how to lose it after.
- Winterize Your Pregnancy– getting outside and staying active during Winter.
- Fashion: Denim
- Whole 9 Months: Baby on a Budget
-  Fitness/Workout Tips


APRIL/MAY

- The 2012 Buyer's Guide
- A Healthy Life Starts Now–Good habits for pregnancy and beyond which will continue to keep you healthy.
- Fitness: No Time, No Excuses–Prenatal Workout
- Food: Ginger and Citrus–benefits, recipes


JUNE/JULY

- A Guide to Labor and Delivery
- Fashion: Sexy Swimsuits
- Fitness: Prenatal Yoga
- Birth of a Father
-  Prenatal Nutrition


AUGUST/SEPTEMBER

- New Mom Survival Guide
- Walking Feature
- The Jeans Test
-  Nursery

OCTOBER/NOVEMBER

- The Essentials Guide
 - Nutrition
 - Exercise
 - Gear
- Baby Fashion
-  Safety

DECEMBER/JANUARY

- The Holiday Issue
- Fashion: Holiday Fashions
- Editor's Choice: Toys
-  Breastfeeding On the Go

IN EVERY ISSUE

News to Use • Pregnancy Q & A • Pregnancy Pundit • Health • Nutrition

Office Visit with Dr. Oz and Dr. Roizen • Labor & Delivery • Fitness • Beauty • Your Style

Healthy Baby • Going Green • Breastfeeding • The Whole 9 Months • Ask Dr. Weil • Bumpalicious

