

# 2020 Editorial Calendar

## JANUARY

### *The #Goals Issue*

AD CLOSE: 10/15/19 › ON-SALE: 12/6/19

#### YOU'RE WELCOME

- Special Edition—Organizing Products, Services, Apps, and Hacks

#### KIDS

- Health: How Real Families Get Through the Flu!
- Health: Why I Love My Pediatrician
- Behavior: When One Kid is More Difficult to Parent than the Other
- Food: Multi-Cooker Meals for the Whole Family (Baby Too!)
- Gear: The Baby Gear Awards

#### YOU

- Advice: How to Streamline Your Decision Making
- Beauty: How to Take Care of Your Mom Hands, plus the Perfect At-Home Mani

#### LIFE: REACH YOUR #FAMILYGOALS

- Balance: Put Your Family on a Digital Detox
- Money: *Parents* Guide to Charitable Giving
- Travel: Get Away... Without the Kids! Couples Vacations You Must Book
- Food: Secrets of Kitchen Confident Moms

#### *Parents Baby*

## FEBRUARY

### *Valentine's Day Extravaganza!*

AD CLOSE: 11/15/19 › ON-SALE: 1/10/20

#### KIDS

- Health: The Infant Sleep Commandments
- Behavior: Put Yourself in Your Kids' Shoes
- Food: Picky Eating IRL
- Food: Make Game Day Snacks

#### YOU

- Health: The Real Reason Your Stomach Hurts
- Health: The Good News About Your Phone
- Beauty: How to Stop Mom Life from Aging Your Skin

- Beauty While Momming: Why Beauty Rituals Matter
- Couple: How to Speak Kindly to Each Other

#### LIFE

- Pets: How to Prevent Pet Messes and Clean Them Up Fast
- Home: Save My Space
- Holiday: Simple Valentine's Day Cards for the Whole Class
- Holiday: Valentine's Day Treats the Kids Can Help Make
- Travel: Take Your Kids Here Before They Grow Up, Part 1
- Food: Chicken, 5 Ways

## MARCH

### *The MomBoss/#SeeHer Issue*

AD CLOSE: 12/16/19 › ON-SALE: 2/7/20

#### LET'S GET REAL

- Working Wisdom from Mom Bosses Who Inspire Us

#### KIDS

- Health: Is Your Child Outside Enough?
- Health: How Pediatrician Parents Get Kids to Care About Their Health
- Health: Allergy-Proof Your Life
- Behavior: Teach Your Children Patience
- Food: Surprising New Spins on PB&J

#### YOU

- Beauty: Refresh Your Routine with Tried-and-True Drug Store Buys
- Couple: When You Earn More than Your Partner
- Work: How Millennial Mothers Stay Career Ambitious
- Work: How to Thrive at Work When You're Sleep Deprived

#### LIFE

- Home: Products that Every Family Needs Two of
- Fashion: Why (and How to) Organize Your Mom Closet

- Travel: Places to Take Your Kids Before They Grow Up: Part 2
- Food: Low-Sugar Takes on Family Favorites

#### *Parents Baby*

## APRIL

### *The Mother Earth Issue*

AD CLOSE: 1/15/20 › ON-SALE: 3/6/20

#### YOU'RE WELCOME

- Special Edition—Little Ways to Go Green with the Kids

#### KIDS

- Health News: How to Talk to Kids About Climate Change
- Health: The Real Risks of Air Pollution
- Development: The Scientific Way to Play with Your Baby
- Values: How 5 Real Families Are Saving the Planet
- Food: No-Bake Easter Snacks and Treats
- Craft: Green Easter Crafts

#### YOU

- Health: 5 Solutions for the Overstimulated Parent
- Beauty: Real Mom Makeovers, with Fresh Haircuts for Spring
- Beauty While Momming: Our Beauty Director's Favorite Eco-Friendly Finds
- Salary: How One Family Makes Their Budget Work, plus Eco-Conscious Advice

#### LIFE

- Home: Best Green Cleaners for Your Family Home
- Home: Your Step-by-Step Guide to a Green Yard
- Travel: Kid-Friendly Eco-Vacations and Zero-Waste Travel Ideas
- Food: How to Cook to Save the Planet, with Family-Friendly Recipes

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For more information, please contact your *Parents* sales representative or Donna Lindskog, Sales Director, 212.551.7014, donna.lindskog@meredith.com

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## MAY

### *Celebrate Mom*

AD CLOSE: 2/14/20 › ON-SALE: 4/10/20

### KIDS

- Health: Raising Body Positive Kids
- Health: The Latest Thinking on Food Allergies
- Health: Moving with Kids
- Behavior: The Reasons Kids Cry
- Food: Simple Homemade Cakes to Cook and Decorate with Kids
- **Best:** The Best Family Cars

### YOU

- Health: How Doctors Deal with Headaches
- Health: Take Care of Your Teeth
- Beauty: Influencer Beauty Routines
- Beauty While Momming: What I Use on My Own MomBod
- Relationships: This Marriage Will Never Be 50/50. Now What?

### LIFE

- Home: How to Raise a Little Green Thumb and Plant an Edible Garden
- Home: 15 Ways to Thrive in Your Small Space with Kids
- Food: Breakfast Takeover! Meal Prep These Recipes
- Travel: Secrets of Happy Family Vacations
- **Best:** Best Subscription Boxes (Meal Kits, Toys, Clothes, and More) for Family Life

### *Parents Baby*

## JUNE

### *Summer Kick-Off*

AD CLOSE: 3/13/20 › ON-SALE: 5/8/20

### KIDS

- Health News: Summer Safety Takeover—Bug Bites, Sun Burn, Water Safety
- Behavior: How Pediatrician Parents Deal with Bad Sleepers, Eaters, and Potty Trainers
- Development: The Psychology of Violent Play

- Learning: How to Raise a Reader
- Food: Homemade Ice Pops
- **Best:** The Best Organic Packaged Food for Families

### YOU

- Special Health Section: Dads and Emotional Health
- Beauty: Summer Makeup Trends
- Beauty/Perfectish: Sunscreen Strategies for Every Parent
- Beauty: Nail the Must-Have Duo: Cute Sunglasses and a Killer Lipstick
- Relationships: The New Divorce: Breaking Up But Staying Together

### LIFE

- Pets: What Pets Can Teach You About Parenting
- Home: Sanity Saving Home Tech, plus Automate Everything!
- Travel: Places that Get Even More Fun After Dark
- Food: Supper Is Solved—Feed Your Microbiome Edition
- Fun: Throw a Baby Shower that's Worth the Effort!

## JULY

### *The Play Issue!*

AD CLOSE: 4/14/20 › ON-SALE: 6/5/20

### KIDS

- Health: The Reassuring Truth About Lyme Disease
- Health: How Pediatrician Parents Stock Their Medicine Cabinets
- Development: What to Do If Your Kid Says "Like"
- Safety: How to Contain Your Toddler Escape Artist
- Values: Portraits of Foster Families and What They Can Teach Us All
- Food: Best New Packaged Frozen Treats

### YOU

- Health: Gyno Myths Debunked
- Beauty: A Guide to Making Your Hair Color Last
- Beauty While Momming: Our Beauty Director on Her Go-to Products

- Food: Lower-Alcohol Drinks for Moms Who Want Less of a Buzz
- Couple: When You Disagree About a Major Life Decision

### LIFE

- Home: What to Do with Your Blank Walls
- Holiday: The Ultimate 4th of July Pool Party
- Travel: The 2nd Annual Kids' Travel Awards
- Food: Tacos, Buddah Bowls, and Other Assembly-Required Dinners

### *Parents Baby*

## AUGUST

### *How to Raise a Reader*

AD CLOSE: 5/14/20 › ON-SALE: 7/10/20

### KIDS

- Health: The ABCs of Hand-Foot-Mouth Disease
- Behavior: Are You Helping or Helicoptering?
- Values: How to Raise Bilingual Kids
- Back-to-School: School Supplies Awards—Kid Tested, Teacher Approved
- Party: Ultimate Birthday Party Planning Guide
- **Best:** Best Birthday Party Chains

### YOU

- Health: Pumping IRL
- Health: Medication During Pregnancy: Is It safe?
- Beauty: Dealing with Thinning Mom Hair
- Beauty/Perfectish: Mix THIS into Your Foundation

### LIFE

- Home: Tech that Helps You Sell Your Junk
- Home: DIY Kits that Make Parenting Easier
- Travel: Plan Their First Trip Out of the Country
- Food: Foil Packed Dinners for the Oven and the Grill
- Fun: How to Host a Beach Cleanup

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## SEPTEMBER

*The Back-to-School Issue*

AD CLOSE: 6/15/20 › ON-SALE: 8/7/20

### KIDS

- Health: Is There a Natural Cure for Lice?
- Health: Pediatrician Parents Share the Most Important Advice They Give Their Patients
- Development: How to Raise a Writer
- Learning: Teach Your Kids About Money, When You Don't Know Much Yourself
- Back-to-School: Making Peace with Average
- Back-to-School: School Lunch Extravaganza
- Food: Best Packaged Breakfast Foods
- Craft: Hands-On Craft Projects Inspired by Serious Artists

### YOU

- Health: Are You Too Overprotective of Your Baby?
- Health: Take Care of Your Teeth
- Beauty: The *Parents* Beauty Awards

### LIFE

- Home: Professional Organizers' Playroom Secrets
- Food: Easy Recipes with Bare Minimum Weekend Meal Prep

### Parents Baby

## OCTOBER

*Halloween for the Win!*

AD CLOSE: 7/14/20 › ON-SALE: 9/11/20

### KIDS

- Health: Get Your Kid Over Their Doctor Fear
- Health: Most Innovative Children's Hospitals
- Health: Cough, Cough, Go Away!
- Behavior: The Perpetual Quest for Sibling Harmony
- Behavior: Special Ed Techniques that Work for All Kids
- Safety: Teach Your Kids Fire Safety (Without Making them Afraid)

- Food: The Fun of Apple Picking and Apple Recipes
- Nutrition: How to Make Dinner the Kids Will Actually Eat
- Holiday: Halloween Snacks and Treats
- Craft: The Best Crafting Kits for Kids

### YOU

- Health: The Breast Health Guide Every Mom Needs
- Beauty: Moms Road Test the Best Self Care Treatments
- Beauty: Next-Level Eyelashes

### LIFE

- Food: 5-Ingredient Quickie One Pot Dinners
- Holiday: Cute & Crafty Costumes for Babies to Big Kids
- Holiday: No-Carve Pumpkins

## NOVEMBER

*The Kindest Issue!*

AD CLOSE: 8/14/20 › ON-SALE: 10/9/20

### KIDS

- Health: What's Your Child's Stomachache Trying to Tell You?
- Health: The Surprising Long-Haul Impact of Gym Class
- Health: A Guide to Your Baby's Skin
- Development: How Your Little Kid Can Become a Great Teen
- Values: What We Can Learn from Military Families
- **Best:** Best Toys of 2020
- **Best:** Best Books of 2020

### YOU

- Health: The Truth About Self Care and Mommy Burnout
- Health: Will You Get the Baby Blues?
- Beauty: Nail Colors for Every Mom Moment
- Beauty While Momming: 1, 2, and 3-Step Skincare Routines
- Money: *Parents* Best Money Tips Ever

### LIFE

- Travel: The Best Museums, Zoos, and Aquariums for Kids
- Food: Thanksgiving Dinner Made Easy

### Parents Baby

## DECEMBER

*The Holiday Togetherness Issue*

AD CLOSE: 9/14/20 › ON-SALE: 11/6/20

### KIDS

- Health: "The Patient Who Made Me a Better Pediatrician"
- Health: Natural Ways to Boost Immunity
- Behavior: How to Boost Your Child's Creativity
- Development: What It Takes to Raise the Next Generation of Wonderful Men
- Nutrition: Feel Better About Formula
- Holiday: Gingerbread House Decorating Hacks
- Craft: Kid-Made Gift Ideas for the Holidays
- Books: *Parents* Approved Children's Books that Inspire Leadership

### YOU

- Beauty: Shimmery, Glamorous Makeup for the Holidays
- Beauty While Momming: Gray Hairs, Do Care

### LIFE

- Home: How to Set Up Your Kitchen to Cook with Your Kids
- Travel: How to Plan a Surprise Vacation
- Food: Cook Up Holiday Meals from Your Favorite Storybooks
- Food: Holiday Dinner Ideas
- Food: Holiday Candy to Make with the Kids
- Tech: The Best Tech for Your Family

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## PLUS Regular Columns:

- **Jenny Says:** Jenny Mollen sounds off on mom life
- **Animal House!:** A spotlight on one awesome pet, and the amazing kid who loves him
- **Insta Eats:** An Instagram food influencer shares her best breakfast, lunch, and snack tips
- **Culture:** Our monthly children's book recommendations
- **Women's Health Advice:** A page of tips, tricks, and news, in every issue
- **Happily Ever After:** Running bi-monthly, a marriage counselor tackles issues that impact millennial parents most
- **Heart of Parenting:** An emotional first-person parenting essay in almost every issue
- **Save My Space:** NEW for 2020! A fresh 1-pager appearing in February, April, June, August, October, and December with surprising perspectives on how to love your home more.
- **Real Life Budgeting:** This column tells the story of a real family's economic wins and losses; a financial advisor weighs in with advice

### IN EVERY ISSUE

- Editor's Note
- You're Welcome
- Let's Get Real
- Giggles
- Kids Health News & Ideas
- Ages + Stages