

COSMOPOLITAN

EDITORIAL CALENDAR 2018

JANUARY

Start Your Ultimate Roadmap

Think of us as Waze for the Millennial woman. Wherever she wants to go this year, Cosmo helps her forge a path to achieving all her #GOALS with the tools, inspiration and humor to make sure she also enjoys the ride.

DIGITAL:

- Cosmo Escapes

SOCIAL:

- 📷👤 New Year, New Goals content series

NATIVE DEADLINE: 09/25

CLOSING DATE: 10/23

ON-SALE DATE: 12/13

FEBRUARY

Start A Relationship

Whether she's getting cozy with a crush, collab-ing with a co-worker, or forming a new skin regimen, Cosmo challenges her to take a chance on a hot new relationship this February.

DIGITAL:

- Bestie Beauty Influencer video series

SOCIAL:

- 👤 Relationship Realness

NATIVE DEADLINE: 10/03

CLOSING DATE: 11/22

ON-SALE DATE: 01/10

MARCH

Start A New Way to Shop

Introducing a ground-breaking partnership with Amazon! First-ever opportunities to shop right from the page.

DIGITAL:

- Style at Work

SOCIAL:

- 📷 Next Level Style video content
- 👤 Shopping In A Snap

NATIVE DEADLINE: 10/15

CLOSING DATE: 12/20

ON-SALE DATE: 02/07



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APRIL

Start Your Dream Career

Dreaming is just a form of planning, right? Cosmo delivers the girl boss tips, tools and tricks to turn those dreams into reality and kickstart her career #LikeABoss.

DIGITAL:

- Kickstart Your Career

SOCIAL:

- Facebook Live with a career coach + Cosmo editor

NATIVE DEADLINE: 11/01

CLOSING DATE: 01/16

ON-SALE DATE: 03/06

MAY

Start an Award-Winning Look

Cosmo's annual Beauty Awards go for the glam this May, with our favorite influencers sharing their picks alongside our esteemed editors. It gets even more glam with a press-worthy influencer and editor-studded event to toast the winners.

DIGITAL:

- Side By Style video series

SOCIAL:

- Instagram #BeautyBoss posts

NATIVE DEADLINE: 12/01

CLOSING DATE: 02/20

ON-SALE DATE: 04/10

JUNE

Start A Fearless Life

In our first-ever Fearless issue, Cosmo tells her there's no such thing as TOO much ambition, TOO much confidence, or TOO much drive. From beauty to the boardroom to the bedroom, fearless is the word of the day—every day.

DIGITAL:

- Grown Woman's Guide to Life

SOCIAL:

- Instagram #MondayMantra Inspo posts

- Snapchat Fearless Female Takeover

NATIVE DEADLINE: 01/07

CLOSING DATE: 03/20

ON-SALE DATE: 05/08