

# 2021 EDITORIAL CALENDAR

## JANUARY

### Health and Wellness Guide

**The ins and outs of Seasonal Affective Disorder (SAD)**

**New Year goals:** Setting realistic family goals  
How to teach your kids about the inauguration  
**Q&A:** How to keep the kids entertained during the winter months

**Photo Opp:** *Christmas PJs*

**DEADLINES:** 12/04/20  
Publication Date: 12/16/20

## FEBRUARY

### Overnight Camp Guide Lowcountry Family Expo

**How to teach empathy to your kids**  
**Teaching kids about the importance of heart health**

**Processing the Pandemic**

**Q&A:** Exercising with kids

**Photo Opp:** *Love*

**DEADLINES:** 1/15/21  
Publication Date: 1/27/21

## MARCH

### Day Camp Guide

**Road trippin' with your family**

**Raising Strong Women**

**Raising a bookworm:** Reading proficiency, where should they be?

**Q&A:** The impact of marijuana on teens

**Photo Opp:** *Outdoor fun*

**DEADLINES:** 2/12/21  
Publication Date: 2/24/21

## APRIL

**How to make the most of your library membership**

**What can parents be doing to help their kids prepare for standardized tests**

**Meditation for kids**

**Q&A:** Interview with a doula

**Photo Opp:** *Beach photos*

**Fashion Feature**

**DEADLINES:** 3/12/21  
Publication Date: 3/24/21

## MAY

### Mom's Choice

**Gardening with your kids**

**Anxiety:** Signs and Symptoms of Childhood Anxiety

**Teaching kids about Spoleto**

**Q&A:** Saying yes ma'am and no ma'am, appropriate or not

**Photo Opp:** *Mother's Day*

**DEADLINES:** 4/16/21  
Publication Date: 4/28/21

## JUNE/JULY

**Doing Disney:** Everything you need to know about planning a Disney trip

**Camping with Kids**

**How to make the most of your staycation**

**Choosing the right nanny**

**Photo Opp:** *Father's Day*

**Summer Fun Guide**

**DEADLINES:** 5/14/21  
Publication Date: 5/26/21

## AUGUST

### Back to School Issue

**Vaccines:** Why rates are down, alternative schedules

**How to win at losing:** Helping kids learn to lose

**Lunch Box Trends**

**Q&A:** What to do about nightmares

**Photo Opp:** *First Day of School*

**DEADLINES:** 7/16/21  
Publication Date: 7/28/21

## SEPTEMBER

**Teaching kids about climate change**

**How to organize your photos:** getting it off your phone and organized

**Embracing the Ipad:** How to turn your tablet into a teaching tool

**Q&A:** Social Awareness; at what age does it start

**Photo Opp:** *Be your selfie*

**Hurricane Guide**

**DEADLINES:** 8/13/21  
Publication Date: 8/25/21

## OCTOBER

**Culturally appropriate Halloween costumes**

**Pros & Cons of a gap year (college)**

**2 year school vs. 4 years school**

**Q&A:** When do you take your kid to the dentist

**Restaurant Guide**

**Fall Events Guide**

**Photo Opp:** *Halloween costumes*

**DEADLINES:** 9/18/21  
Publication Date: 9/21/21

## NOVEMBER

**Parental Drinking:** Effects on the whole family

**My kid's a bully?** What to do when your child is the bully

**The real meaning of Thanksgiving**

**Q&A:** Getting a flu shot

**Photo Opp:** *Family photos*

**DEADLINES:** 10/15/21  
Publication Date: 10/27/21

## DECEMBER

### Holiday Fun Guide

**Math for dummies:** How to teach your kid the new ways of math

**Reducing your family's carbon footprint**

**Teaching your kids to be a good gift giver**

**Q&A:** Poison Control: Keeping kids safe

**Photo Opp:** *Holiday snapshots*

**DEADLINES:** 11/12/21  
Publication Date: 11/24/21

**\* Glossy Ads due 1 week before listed deadline**

## IN every ISSUE

- **COVER STORIES:** In-depth parenting and lifestyles features to enlighten any mom or dad.
- **Q&A:** Get to know gurus in a variety of fields, from master gardeners to life coaches, and glean their advice for busy families
- **MOM OF THE MONTH:** Highlighting the rockin' moms in our community.

- **LCP SWAG BAG:** Chances to win great goods and cool outings.
- **PHOTO OPPS:** Share your cutest family and kid photos.
- **FAMILY FUN CALENDAR:** All the events you and your family need to know about to get the most out of living in the Lowcountry.
- **SCHOOL SPOTLIGHT:** Highlights unique school programs in the Lowcountry.