



# ParentsCanada

## Editorialcalendar 2010

ParentsCanada magazine celebrates the widening definition of family and parenting with a no-nonsense, guilt-free voice.

**New for 2010, we've expanded to SIX issues from four.**

OUR 2010  
FEATURES WILL  
SHARE, INFORM,  
CHALLENGE,  
PROVOKE AND  
ENTERTAIN  
OUR READERS.

### MARCH 2010

(space closing January 22, on sale March 15)

#### Family Health and Fitness

At every turn there seems to be a new virus or bug lurking on the horizon. We help parents sort out what they need to keep their families healthy, including fun ways for families to stay active and get their kids eating well.

### MAY 2010

(space closing March 26, on sale May 17)

#### Cool stuff!

From the latest techno gadgets to cutting edge products, we celebrate the best ideas on the marketplace designed to make family life easier, safer, tastier and just plain better. We also introduce readers to some inspiring "parentpreneurs" — families who have gone into business together.

### JUNE 2010

(space closing April 23, on sale June 15)

#### Summer sizzle

Beat the heat with our guide to summer activities, travel and family fun. Whether readers are packing up a car for a family road trip, or pitching a tent in their own back yards, we provide plenty of tips for keeping the peace and enjoying the great outdoors.

### SEPTEMBER 2010

(space closing June 25, on sale August 16)

#### Back-to-school/Education

We help parents get their kids back on track as we examine the latest trends from classrooms across the country. We also include healthy lunch and snack ideas.

### OCTOBER 2010

(space closing August 27, on sale October 15)

#### Annual Toy Guide

ParentsCanada helps parents as they begin to plan their holiday gift giving for family and friends. We test the best in new toys, from educational marvels to great gizmos. Readers won't lack for ideas when it comes to finding the perfect present.

### NOVEMBER 2010

(space closing September 24, on sale November 15)

#### Food, Glorious Food

Never have food choices been so varied, so difficult and so important to children's wellbeing (not to mention the parents). We look at the latest trends in food health, food allergies, foolproof recipes and ways to engage children in the kitchen. Look for our winning holiday meal ideas.

**EDITOR:** Dr. Marla Shapiro, physician, author, broadcaster, professor and parent

### IN EVERY ISSUE

#### Childhood Chapters

Different developmental milestones through the ages: BABY, TODDLER, PRESCHOOL, SCHOOL-AGE, TWEEN

#### Features

ParentsCanada is brimming with stories about learning, balancing, relating, well-being, eating and shopping. We also introduce readers to inspiring parents — some famous and some only well-known to their family. Look for 'thinking outside the box' parenting ideas.

#### Departments

- **Health Q&A** - Dr. Marla Shapiro
- **Oh Behave!** – Nanny Robina
- **Media Guy product reviews** - Andrew Borkowski, **NEW for 2010**
- **Education matters** - Guest columnists
- **The Mommy Diaries** - A stay-at-home mom and a working mom reflect on the same topic
- **Weighty issues** - Glen Herbert
- **Expanded food section** - **NEW for 2010**
- **ParentsCanada Cooks** - Family-friendly fare
- **Yuk/Yum** - kid-tested recipes
- **Crafts** – **NEW for 2010**
- **Need It, Want it, Gotta Have it** - The best in new products for parents
- **The Kid Whisperer** - Jane Froese asks kids what they think