

MONTH	THEME WEEK NAME	EDITORIAL CONTENT THEMES	PROMO WEEK
1 JAN	RESOLUTIONS WEEK	New Year's Resolutions: sleep, diet health, fitness, mental wellness	1.6.2020
	WINTER SKINCARE WEEK	Winter Skincare: moisturizers, creams, oils, dry skin, lip care	1.6.2020
	HOME MAKEOVER WEEK	Home Upgrades: bedding, appliances, renovations, organization	1.13.2020
	TV WEEK	Indoor Living: home theaters, TVs, indoor appliances	1.20.2020
	SUPER BOWL WEEK	Super Bowl: game day snacks, party supplies, TVs, sound systems	1.20-1.27
2 FEB	CUPID'S ARROW WEEK	Valentine's Day: gifts, decor, candy, flowers	1.27-2.3
	VIDEO GAME WEEK	Video Games: consoles, headsets, games	2.10.2020
	LIVE LIKE A CELEB WEEK	Celeb Faves: Hype Meter on celeb-owned and -endorsed products	2.17.2020
3 MAR	SPRING CLEANING WEEK	Spring Essentials: cleaning, organizing, decluttering, natural & green products	3.2.2020
	ALLERGY DEFENSE WEEK	Allergy Season: medicine, supplements, appliances	3.9.2020
	PLANT MOM WEEK	Plants: indoor, outdoor, accessories, care, green thumb	3.16.2020
4 APRIL	RAIN WEEK	Rain: clothing, accessories	3.30.2020
	EASTER WEEK	Easter: gifts, decor, candy, activities with kids	4.6.2020
	"I REALLY LOVE MY DOG" WEEK	Pets: National Adopt Aa Shelter Pet Day, toys, treats, food, beds, care	4.13.2020
	ECO-FRIENDLY WEEK	Earth Day: eco-friendly products, sustainability, care for the environment	4.20.2020
5 MAY	MOM'S WEEK	Mother's Day: gifts, experiences	4.27-5.4
	GRADUATION WEEK	Graduation: gifts for grads, college, high school	5.11.2020
	MEMORIAL DAY WEEK	Memorial Day: parties, grilling, decor, tech, food	5.18.2020
	OUTDOOR LIVING WEEK	Outdoor Living: outdoor tech, grills, patio decor, speakers, yard care, bug spray	5.25.2020
	SUMMER SKINCARE WEEK	Summer Skincare: sunscreen, shaving, moisturizing, exfoliating, SPF	5.25.2020
6 JUNE	"IT'S SUMMER!" WEEK	Summer Wellness: juice cleanses, diets, meal delivery, vacation season, fitness	6.1.2020
	HOME SAFETY WEEK	Home Security/Safety: home security systems, cameras, thermostats	6.8.2020
	DAD'S APPRECIATION WEEK	Father's Day: gifts, experiences	6.8-6.15
	FUN IN THE SUN WEEK	Sun/Beach/Vacation: essentials for vacation, pool, beach, toys	6.22.2020
	4TH OF JULY WEEK	July 4th: grilling, parties, decor, outdoor games, swimming	6.22-6.29
7 JULY	ACNE WEEK	Acne: skincare, face washes, retinols, routines, moisturizers, oil-free	7.6.2020
	PRIME WEEK	Amazon Prime Day: shopping tips, sales, technology	7.13.2020
	WATERPROOF WEEK	Waterproof Everything: cameras, makeup, speakers	7.20.2020
8 AUG	BACK TO SCHOOL WEEK	Elementary Back to School: elementary school, supplies, decor	8.3.2020
	COLLEGE WEEK	College Back to School: college, dorms, bedding	8.10.2020
	SLEEP WEEK	Sleep: mattresses, pillows, CBD, tech gadgets, sheets	8.17.2020
	LABOR DAY WEEK	Labor Day: food, decor, outdoor parties	8.31- 9.7
9 SEPT	FOOTBALL WEEK	Football Season: TVs, speakers, sounds systems, technology, food	9.7.2020
	FALL PREP WEEK	Fall Appliances/Yard Care: leaves, winterizing, garages	9.14.2020
	TECH WEEK	Tech Launches: Apple, Google, Samsung	9.21.2020
10 OCT	COLD & FLU WEEK	Cold & Flu Season: medicine, supplements, remedies, humidifiers	10.5.2020
	MENTAL HEALTH WEEK	Mental Health: Mental Health Day 10/10, SAD products	10.12.2020
	HALLOWEEN WEEK	Halloween: costumes, candy, decorations	10.19.2020
11 NOV	APPLIANCES WEEK	Tools/Appliance Upgrades: dishwashers, refrigerators, washing machines	11.2.2020
	THANKSGIVING PREP WEEK	Thanksgiving: entertaining essentials, cooking, small appliances, family	11.9.2020
	BLACK FRIDAY WEEK	Black Friday/Cyber Monday: pre-deals and day-of deals & sales	11.16-11.23
	CYBER SHOPPING WEEK	Cyber Monday: deals, sales	11.30.2020
12 DEC	TOY WEEK	Toys: kids, babies, trending	12.7.2020
	GIFT WEEK	Gifts: Christmas gifts, stocking stuffers, family board games	12.14.2020
	BEST OF WEEK	Best of 2020 (MSN): best of the best 2020 launches	All of Dec
	LAST MINUTE GIFTS WEEK	Christmas: gifting, decor, decorations, clothing, family, trees	12.21.2020
	NEW YEAR'S EVE WEEK	NYE: dresses, cocktails, decor	12.28.2020