2013 EDITORIAL CALENDAR

JANUARY

NEW YEAR, NEW YOU
Overview: Workouts, meal plans, supplement strategies and motivational advice needed to shape up and transform in the New Year.
Timing: first two weeks

BEGINNER’S GUIDE: A TO Z
Overview: Everything for the novice and newbie, regardless of age, sex, etc.
Timing: third week

LOS ANGELES FITNESS EXPO
Overview: Coverage the fitness weekend and BodySpace Spokesmodel contest.
Timing: Video articles released one at a time over months.

NFL COMBINE
Overview: The training science, workouts and nutrition behind the combine.
Timing: launches fourth week

FEBRUARY

ARM-AGEDDON!
Overview: Everything you need to know about building bis and tris!
Timing: first week

SUPER BOWL
Overview: A look at the physiques on the field, and how to survive the hoopla around the big game with healthy tailgating and other fitness tips.
Timing: second week

VALENTINE’S DAY CONTENT
Overview: Use your fitness gains to boost your love life — especially this week.
Timing: second week

AMINO ACIDS BLOWOUT
Overview: Complete guide to this supplement category.
Timing: second week

STAY THE COURSE/SECOND CHANCE TO CHANGE
Overview: Other content providers give up after the initial transformation push. We double back to make sure users have everything they need to stay the course.
Timing: third week

EARLY SUMMER SHAPE-UP
Overview: Real results take a good 3 months. Do the math. Start now.
Timing: begins third week; 3-month launch run

ARNOLD FITNESS WEEKEND PREVIEW/LEAD-UP
Overview: Previews of the Super Bowl of fitness and bodybuilding, including the Road to the Arnold series of training videos and related workout content.
Timing: fourth week

AMERICAN HEART MONTH
Overview: Intermittent coverage of the health threat posed by heart disease.
Timing: spanning entire month
MARCH

ARNOLD FITNESS WEEKEND CONTENT
Overview: The biggest fitness weekend of the year, and BB.com is there to cover it.
Timing: first week

GUIDE TO CUTTING-EDGE SUPPLEMENTS
Overview: Complete guide to latest and greatest breakthroughs.
Timing: first week

SPRING BREAK SPECTACULAR
Overview: Young, fit bodies head off to the beach. We’re there to help them look their best and party healthfully.
Timing: third week

IT’S MARCH MADNESS!
Overview: We join the hoops madness along with the rest of America this week.
Timing: third week through first week of April

SHOULDER TRAINING SPECTACULAR
Overview: Everything you need to know about deltoid training in one series.
Timing: third and fourth week

PALEO SPECIAL
Train like a caveman (CrossFit), eat like a caveman (low carb/high protein) and look more ripped and muscular than you ever have before.
Timing: fourth week

APRIL

APRIL FOOL’S DAY
Overview: A nod to this day of humor.
Timing: April 1

THE ULTIMATE GUIDE TO FAT BURNERS
Overview: Complete guide to this wildly-popular supplement segment.
Timing: first week

GET READY FOR SUMMER!
Overview: The beach is right around the corner; everything you need to look good, including a lifestyle guide (apparel, etc.).
Timing: third week

FIBO FITNESS & WELLNESS EXHIBITION
Overview: Top-to-bottom coverage of this major European fitness weekend.
Timing: April 14–17

NBA PLAYOFFS
Overview: Training with an NBA star to be named and general coverage.
Timing: third week

NFL DRAFT
Overview: A workout with a top prospect or something similar.
Timing: fourth week
MAY

GUIDE TO VITAMINS AND MINERALS
Overview: Complete guide to this supplement category.
Timing: first week

HAPPY FIT MOTHER’S DAY
Overview: Content related to his annual holiday.
Timing: first week

SIX-PACK SECRETS!
Overview: Everything you need to know about sculpting a defined midsection.
Timing: third week

ICONS: OLD-SCHOOL TRAINING FOR NEW RESULTS!
Overview: Training, diet and supplement advice for these young athletes.
Timing: fourth week

INTERNATIONAL SPECIAL
Overview: There’s a wild world of fitness out there. We pay particular heed to international workouts and foods this month.
Timing: month-long

JUNE

THE ULTIMATE GUIDE TO PROTEIN POWDERS
Overview: A complete guide to this wildly popular supplement segment.
Timing: first week

BODYBUILDING.COM FITNESS EXPO
Overview: A content spree related to our firm’s very own Boise fitness weekend.
Timing: June TBA

FATHER’S DAY
Overview: Content related to his annual holiday.
Timing: third week

SCRAWNY TO BRAWNY
Overview: Summer, the time it becomes painfully aware that you’re going to get sand kicked in your face if you don’t follow these training, diet and supplement tips.
Timing: fourth week

STAYFIT: HEALTHY VACATIONS
Overview: Come back from amazing destinations in better shape than when you left.
Timing: fourth week

JULY

“ARMED” FORCES/MILITARY BODIES AND TRAINING
Overview: Workouts, nutrition and supplements related to the military.
Timing: first week

UFC FAN EXPO 2013, TBA
Overview: Coverage devoted to the largest MMA gathering.
Timing: TBA

CHEST BLOWOUT
Overview: Everything you need to know about building big pecs.
Timing: second week
GO THE DISTANCE: ALL ABOUT ENDURANCE SUPPLEMENTS
Overview: Complete guide to this supplement category.
Timing: third week

NPC USA BODYBUILDING, FIGURE & BIKINI CONTESTS
Overview: Top-to-bottom coverage of this major weekend for amateurs.
Timing: fourth week

GLUTE SALUTE
Overview: Everything you need to know about sculpting the perfect butt.
Timing: fourth week

AUGUST

PRE-WORKOUT NUTRITION SPECTACULAR
Overview: A complete guide to this wildly popular supplement segment.
Timing: first week

POLICE/FIREFIGHTER/EMS BODIES AND TRAINING
Overview: Workouts, nutrition and supplements related to public servants.
Timing: second week

HOME GYM/HOME TRAINING
Overview: Those who can’t hit the gym need not worry. Here’s your DIY guide.
Timing: third week

ARNOLD SCHWARZENEGGER SPECIAL
Overview: Train like him, eat like him, compete like him, win like him!
Timing: fourth week

SEPTEMBER

COLLEGE/BACK-TO-SCHOOL
Overview: A wide array of content for those heading back to high school or college.
Timing: first week

OLYMPIA WEEKEND
Overview: In-depth coverage of this iconic bodybuilding contest.
Timing: second week

NFL PACKAGE
Overview: Football season arrives — and we get users ready for the opening kickoff.
Timing: third week

STRENGTH AND POWER SUMMIT
Overview: The strongmen and powerlifters take over in this suite of content.
Timing: fourth week

BACK TRAINING SPECIAL
Overview: Everything you need to know about building a mile-wide back.
Timing: fourth week

INTERNATIONAL SPECIAL
Overview: There’s a wild world of fitness out there. We pay particular heed to international workouts and foods this month.
Timing: month-long
OCTOBER

CREATINE BLOWOUT
Overview: A complete guide to this wildly popular supplement segment.
Timing: first week

“EXTREME” TRAINING/MUSCLE/SPORTS
Overview: Extreme workouts, sports, bodies, goals. The strongest this, the biggest that. Hardcore, badass, in your face, not for wimps, can you handle this?
Timing: second week

SURVIVING THE HOLIDAYS
Overview: The holidays don’t need to be synonymous with falling out of shape.
Timing: third week

HALLOWEEN/SUGAR ADDICTION AWARENESS
Overview: Trick or treat? Trick. How sugar is rotting our health from the inside out.
Timing: fourth week

BREAST CANCER AWARENESS MONTH
Overview: Intermittent coverage of this health threat and how lifestyle can aid treatment.
Timing: month-long

NOVEMBER

WINTER WORKOUTS
Overview: Time to hit the slopes in great shape. We show users how to do it.
Timing: first week

EVERYTHING YOU NEED TO KNOW ABOUT HERBS
Overview: A complete guide to this varied and sometimes complex category.
Timing: first week

NPC NATIONALS BODYBUILDING, FIGURE & BIKINI
Overview: Top-to-bottom coverage of this major amateur event.
Timing: second week

LEGS SUPER-FEATURE
Overview: Everything you need to know about building muscular legs.
Timing: fourth week

THANKSGIVING
Overview: Planning healthy/fit meals for the holiday — and then how to burn off dessert.
Timing: fourth week

LUNG CANCER AWARENESS MONTH
Overview: Intermittent coverage of this health threat and the perils of cigarette smoking.
Timing: November 1–31

DECEMBER

MUSCLE-BUILDING SUPPLEMENTS
Overview: A complete guide to this wildly popular supplement segment.
Timing: first week

THE HOLIDAYS ARE HERE: STAY FIT
Overview: Gift guides, survivals guides, and awesome winter workouts.
Timing: second week

NEW YEAR, NEW YOU: START EARLY
Overview: Why wait to January 1st when you can start shaping up now?
Timing: third week
AWARDS FOR 2013
Overview: All of our “of the weeks” and “of the months” battle it out for annual honors.
Timing: third week

MMA AWARDS
Overview: We help sponsor these, and we’ll cover them as well.
Timing: third week

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