

COSMOPOLITAN MARKETING CALENDAR **2013**

JANUARY Cosmo Astrologer

Issue Close: Oct 16 On Sale: Dec 4
Featured Opportunity: Bedside Astrologer
Sponsorship

FEBRUARY Big Bold Beauty

Issue Close: Nov 20 On Sale: Jan 8
Featured Opportunities: Facebook Likes,
Fashion Week Editor Trend Videos on Taxi TV

MARCH Spring Fashion

Issue Close: Dec 18 On Sale: Feb 5
Featured Opportunity: Editor Trend Videos
on Taxi TV

APRIL Career Issue

Issue Close: Jan 15 On Sale: March 5
Featured Opportunities: LA Jumbotron,
Walmart Spring Spotlight

MAY Swimsuit

Issue Close: Feb 19 On Sale: April 9
Featured Opportunity: Practice Safe Sun Integration

JUNE Healthy Skin

Issue Close: March 19 On Sale: May 7
Featured Opportunity: Facebook Likes

JULY Beach Beauty

Issue Close: April 16 On Sale: June 4
Featured Opportunities: Walmart Summer
Sensations, Bachelors on the Beach Sampling

AUGUST Hot Issue

Issue Close: May 21 On Sale: July 9
Featured Opportunity: Summer Splash Event

SEPTEMBER Fun Fearless Fashion & Cosmo on Campus

Issue Close: June 25 On Sale: Aug 13
Featured Opportunities: Facebook Likes,
LA Jumbotron, Sorority Sampling

OCTOBER Cosmo Beauty Awards

Issue Close: July 23 On Sale: Sept 10
Featured Opportunity: Walmart Fab Finds for Fall

NOVEMBER Style Issue

Issue Close: Aug 20 On Sale: Oct 8
Featured Opportunity: Cosmo Bachelor Party

DECEMBER Hot Holiday Looks

Issue Close: Sept 17 On Sale: Nov 5
Featured Opportunities: Facebook Likes,
Walmart Hot Holiday Hits

Note: Editorial is subject to change. All programs are offered on a first-come, first-served basis and are subject to change and/or cancellation. Eligibility for each program varies and is based on paging commitment and/or program fees. All dates and details are confirmed as of 11/6/2012.

