



## 2009 EDITORIAL CALENDAR

MAIN TOPICS			
Winter 2009	Spring 2009	Summer 2009	Fall 2009
Annual Financial Issue	Home & Personal Fashion Issue	Special Diversity Issue	Annual Health Issue
OTHER FEATURED STORIES			
Winter 2009	Spring 2009	Summer 2009	Fall 2009
Living Single	Travel & Leisure	Web Tech Update	Fall Food
Women in the Law	Property & Casualty Insurance	Back to School – Adult Ed.	Insurance: Life Insurance Settlements
Fitness	Going Green in the Garden	Arts & Entertainment	Retail Gift Gallery
SPECIAL ADVERTISING SECTIONS			
Winter 2009	Spring 2009	Summer 2009	Fall 2009
Divorce	Diversity Recruiting	Health	Caregiving

REGULAR EDITORIAL FEATURES	Description
Cover Feature	Features a high profile woman who is on the magazine cover with an accompanying article.
Spotlight Success	Highlights women in a variety of fields, including finance, health, legal, real estate.
Diversity Matters	Provides insight into this important societal issue, addressing diversity in the workplace, community and home in a question and answer format, allowing individuals in the field to share their expertise.
To Our Health	Addresses the myriad of health issues faced by our demographic: aging, care giving, insurance, specific diseases and latest research and treatment options.
What the Experts Say	Quotes influencers in a variety of fields
HUMAN INTEREST EDITORIAL	Description
Out & About	Photos of events Silk Purse has covered and places they have been.
Women & Politics	Showcases women and issues in the political arena.
Arts & Entertainment	Advises readers on cultural happenings in the area, as well as great restaurant finds
OPTIONAL EDITORIAL	Description
Women in the Arts	Showcases women in a variety of arts disciplines
Women in Philanthropy	Provides examples of what women are accomplishing in philanthropy
Stay in Style	Offers guidance for the women over 40 about style...clothing, makeup, hair.
Mind Your Money	Useful information and tips on investing strategies for women at various stages of their lives.