

January/February



Baby, It's Cold Outside - Take Fitness Indoors

Our Winter Fitness Rx: Freeze your gym membership for a month or two and take fitness indoors until things warm up and the daycare at your gym isn't filled with dribbly-nosed, hacking toddlers.

Articles:

- ☀ The best fat-burning and muscle-strengthening moves you can do using an exercise ball and handweights.
- ☀ Our favorite fitness videos, plus an interview with Hemalayaa, the creator and instructor of Bollywood Booty and Beautiful Belly.

January Highlights: New Year's Day, Inauguration Day

February Highlights: Super Bowl, President's Day, Heart Health Month, Valentine's Day

Regular Features: Ask an Expert, On-Demand WebCasts, Weekly E-Newsletter and NewsBytes Video

March



Financial Fitness

Raising children isn't cheap! Factor in a walloping financial crisis--which may involve job loss or the fear of losing your job--and many of us are being forced to take a long hard look at our spending habits.

Articles:

- ☀ Expert advice on ways moms can slash their monthly spending in areas such as food, baby essentials, clothing, childcare, automotive expenses, and homeowner's, health, and car insurance. Plus, insider tips on paring down those credit cards and maintaining a good credit score.
- ☀ We'll feature three moms who've been forced to cut back and hear the upsides and downsides to living leaner.

March Highlights: Poison Awareness Month, National Nutrition Month, Spring

Regular Features: Ask an Expert, On-Demand WebCasts, Weekly E-Newsletter and NewsBytes Video

April



Going Green

Having a child makes so many of us realize how critical it is that we do our part to take care of our planet. Where to begin? For anyone who's ever felt overwhelmed by the idea going green – fear not! Our "Green Guide for Savvy Moms" is here to help.

Articles:

- ☀ A one-on-one with Real Savvy's Newest Expert, Green Guru Jennifer Taggart, author of the forthcoming *Savvy Mom's Guide to Going Green*
- ☀ An Expert Round-Up of 10 Simple Steps for Going Green You Can Start this Month
- ☀ Good Reads: Our Favorite Green Guides
- ☀ Stuff We Love: Environmentally-friendly Products Moms Really Dig
- ☀ Daily Green Tip for the month of April posted on our home-page

April Highlights: Earth Day, Easter

Regular Features: Ask an Expert, On-Demand WebCasts, Weekly E-Newsletter and NewsBytes Video

May



Moms, We Salute You

This is the month to take some time to nurture your inner and outer self.

Articles:

- ☀ The Real Savvy Mom Awards will honor 5 moms who exemplify the best of motherhood. Categories to be announced soon.
- ☀ All About YOU:
 - Books to Nurture the Soul
 - At-home Spa Treatments That Will Reenergize You From Head to Toe
 - 5 Really Good Reasons to Meditate
 - Home Shui Home: Rebalance the Energy in Your Home with these simple fixes from our own Empowering Lifestyle Expert Ellen Whitehurst
 - Feel-Good Spring Fashion and Makeup featuring tips from Real Savvy's Celebrity Hair and Makeup Expert Rita Ragone

May Highlights: Mother's Day, Memorial Day

Regular Features: Ask an Expert, On-Demand WebCasts, Weekly E-Newsletter and NewsBytes Video

June



Family Travel Made Fun! Plus, Breastfeeding Bonanza

Summer's here (almost)! Our best advice on making family travel fun. Plus, an everything-you-need-to-know guide on breastfeeding.

Articles:

- ☀ Travel:
 - The Best Vacations for Families
 - Planes, Trains, and Automobiles: How to Enjoy the Ride
 - Home Exchange: Two Families Tell All
- ☀ Breastfeeding:
 - Real Savvy Mom Experts offer advice on getting off to a good start, the best pumps, pumping accessories, and nursing bras. Plus, moms weight in with their tips and troubleshooting advice.
 - Q & A with Maureen Connolly (Editor, Real Savvy Moms.com) and Dana Sullivan, the editors of *Unbuttoned: Women Open Up About the Pleasures, Pains, and Politics of Breastfeeding*. (The Harvard Common Press, April 2009)

June Highlights: School's Out, Summer

Regular Features: Ask an Expert, On-Demand WebCasts, Weekly E-Newsletter and NewsBytes Video

July



Getting Family Nutrition On-Track

It seems everyday there is some new study on a food that we must have in our diets. We'll focus on what moms need to know to feed their family well.

Articles:

- ☀ A Plan For Feeding Your Toddler Well
- ☀ Overweight Child?: Expert Advice on How to Trim the Fat
- ☀ Feeding Kids in a Fast-Food World
- ☀ Joining a Farmer's Co-Op
- ☀ The Sneakiest Ways to Get Fruits and Veggies Into Your Child's Diet

July Highlights: Independence Day, Summer Camp

Regular Features: Ask an Expert, On-Demand WebCasts, Weekly E-Newsletter and NewsBytes Video

August



Back-to-School Guide

The hot days of summer are still hanging around, but we know that moms are already gearing up for the school year.

Articles:

- ☀ Preparing your preschooler/grade schooler for the new year
- ☀ Vision Testing
- ☀ Backpack Warnings
- ☀ How Safe is Your School Bus and Bus Driver?
- ☀ Nutrition-Packed School Lunches
- ☀ The Best Deals on Back-To-School Clothing and Footwear

August Highlights: Allergy Awareness Month

Regular Features: Ask an Expert, On-Demand WebCasts, Weekly E-Newsletter and NewsBytes Video

September



Baby Gear

Babies require a lot of, well, stuff. From car seats and strollers to cribs and infant carriers, this guide will offer a rundown of the best baby gear.

Articles:

- ☀ The Coolest Environmentally-Friendly Gear and Clothing

September Highlights: Labor Day, First Day of School, Fall Begins

Regular Features: Ask an Expert, On-Demand WebCasts, Weekly E-Newsletter and NewsBytes Video

October



Health Guide for Moms

Moms are notorious for overlooking their own health care because they're so busy tending to everyone else. This month we'll focus on the best ways moms can stay healthy.

Articles:

- ☀ Why an Annual Checkup is So Important, Plus Which Numbers You Need to Know
- ☀ October is Breast Cancer Awareness Month. We'll feature expert advice on how to insure the best accuracy for your mammogram reading, plus why self-breast exams are a must for everyone
- ☀ 4 Stand-Out Nutritional Supplements That Moms Won't Want to Be Without

October Highlights: Columbus Day, Halloween

Regular Features: Ask an Expert, On-Demand WebCasts, Weekly E-Newsletter and NewsBytes Video

November



Holiday Kick-Off Guide

Get the season started in the right frame of mind.

Articles:

- ☀ Gifts That Keep on Giving
- ☀ Turkey Time: Simple Dishes for a Fabulous Feast
- ☀ Toy Guide: The Smartest and Safest Toys for Tots

November Highlights: Thanksgiving, Recycling Awareness Month

Regular Features: Ask an Expert, On-Demand WebCasts, Weekly E-Newsletter and NewsBytes Video

December



Get Ready for Winter

December can be a super-challenging month for moms. There's sooo much to get done and now that the days are colder and darker, you're all spending lots more time indoors.

Articles:

- ☀ How to Save Money on Your Electric Bill
- ☀ Indoor Activities Kids Love
- ☀ Weathering Colds and Flu

December Highlights: World AIDS Awareness Day, Hannukah, Christmas, Kwanza, Winter

Regular Features: Ask an Expert, On-Demand WebCasts, Weekly E-Newsletter and NewsBytes Video