

terra20

EDITORIAL CALENDAR 2018

JAN 2018 **HEALTHY YOU**

Feature items for skincare, wellness, keeping active, & baby skincare & diapers.

HIGHLIGHT *our loyalty program redemption 31 days left to redeem*

FEB 2018 **WINTER FUN**

Feature items for Valentine's Day gift ideas, winter skincare, healthy home & pregnancy & baby.

HIGHLIGHT *TBD*

MAR 2018 **HELLO SPRING**

Feature items for March break travels, spring cleaning, healthy eating & healthy baby.

HIGHLIGHT *TBD*

APRIL 2018 **EARTH MONTH**

Feature items for composting, cleaning, fresh face & body & baby feeding & fun.

SPECIAL: *Earth Day promotion, products that reduce waste in-store*

MAY 2018 **GET OUTSIDE**

Feature items for Mother's Day gift ideas, sun & bug protection, laundry day & outdoor baby.

SPECIAL: *May 14th Friends & Family day in-store & online*

JUNE 2018 **SUMMER'S HERE**

Feature items for Father's Day gift ideas, sun protection, patio entertaining & summer baby.

HIGHLIGHT *new ladies apparel & accessories through social media*

JULY 2018 **ENJOY NATURE**

Feature items for cottage & camping, active living, mid summer skincare & kids food storage.

HIGHLIGHT *Made in Canada products for Canada day*

AUG 2018 **BACK TO SCHOOL**

Feature items for litterless lunch kits, Best LL sellers, non-plastic lunch containers & baby food storage.

SPECIAL: *Healthy snack workshops in-store (Pinecrest)*

SEPT 2018 **BETTER BEAUTY**

Feature items for cosmetics, skincare & beauty, accessories & apparel & baby bath & body.

SPECIAL: *6th Anniversary BBB Celebration in-store Sept. 11th*

OCT 2018 **HEALTHY HOME**

Feature items for hosting family dinner, fall beauty, cozy home & cozy baby.

HIGHLIGHT *our ecobar refillable cleaning station in-store*

NOV 2018 **HOLIDAY GIVING**

Feature items for gifts that give back, the chef, hostess & foodie, spa & beauty & baby gifts.

SPECIAL: *Friends & Family/Black Friday & Cyber Monday Sale*

DEC 2018 **HOLIDAY GIVING**

Feature items for upcycled & sustainable, stocking stuffers under \$25, relaxation & toys.

SPECIAL: *Boxing Day Clearance Sale & Door Crasher Specials*