

2021 Editorial Calendar

| Issue # | Issue Date | Ad Close | Material Close | On Sale Starts | Editorial Theme |
|----------------|---------------|---------------|----------------|----------------|---|
| 748 | 18-Jan | 24-Dec | 31-Dec | 7-Jan | SHOPPING: Chic Sweatsuits BEAUTY: Bathing beauties: Relaxation essentials |
| 749 | 25-Jan | 1-Jan | 6-Jan | 14-Jan | SHOPPING: Winter sports BEAUTY: Masterclass on Cleansers |
| 750 | 1-Feb | 8-Jan | 13-Jan | 21-Jan | SHOPPING: Home decor BEAUTY: Canadian Spa Package HEALTH: Mental Wellness |
| 751 | 8-Feb | 15-Jan | 20-Jan | 28-Jan | ROYAL BABY WALK-UP + BEAUTY: Your Guide to LED |
| 752 | 15-Feb | 22-Jan | 27-Jan | 4-Feb | THE LOVE ISSUE: Valentine's Gift Guide |
| 753 | 22-Feb | 29-Jan | 3-Feb | 11-Feb | BEAUTY: Curly & Kinky Hair Textures SHOPPING: Cozy Home Accessories |
| 754/755 | 1-Mar | 5-Feb | 10-Feb | 18-Feb | ROYAL BABY SPECIAL! (TBC) BEAUTY: Celebrity Pregnancy Beauty/Wellness Must-Haves SHOPPING: Engagement Rings & Manis/Nail Polish |
| 756 | 8-Mar | 12-Feb | 17-Feb | 25-Feb | SHOPPING: Runway Trends to Try Now BEAUTY: Makeup Trends to Try Now |
| 757 | 15-Mar | 19-Feb | 24-Feb | 4-Mar | RED CARPET: The Golden Globes BEAUTY: Your Guide to Oils |
| 758 | 22-Mar | 26-Feb | 3-Mar | 11-Mar | BEAUTY: Golden Globes Get the Look! |
| 759 | 29-Mar | 5-Mar | 10-Mar | 18-Mar | SHOPPING: Luxe for Less. BEAUTY: Celebrity Favourite Drugstore Beauty Buys |
| 760 | 5-Apr | 12-Mar | 17-Mar | 25-Mar | BEAUTY: Non-surgical Anti-Aging Skin Treatments |
| 761/762 | 19-Apr | 19-Mar | 24-Mar | 1-Apr | HOME & DECOR: HELLO! Home – Spring Pop-Up Mag + Easter Entertaining |
| 763 | 26-Apr | 2-Apr | 7-Apr | 15-Apr | THE GREEN ISSUE! Clean Beauty & Sustainable Style DREAM ESCAPES: Eco Adventure Tours |
| 764 | 3-May | 8-Apr | 14-Apr | 22-Apr | PRINCE WILLIAM & KATE 10th ANNIVERSARY SPECIAL + Mother's Day Gift Guide |
| 765 | 10-May | 16-Apr | 21-Apr | 29-Apr | FASHION & BEAUTY: BEST LOOKS OF THE 21st ACADEMY AWARDS |
| 766 | 17-May | 23-Apr | 28-Apr | 6-May | SHOPPING: SPRING FRAGRANCES + How to get Oscar Looks |
| 767/768 | 31-May | 30-Apr | 5-May | 13-May | SHOPPING: Hot hues for spring BEAUTY: How to wear the biggest makeup trends SHOPPING SPECIAL: Spring's hottest hues and combos BEAUTY: How to wear the biggest makeup trends for everyday |
| | | | | | PRINCESS DIANA 60TH BIRTHDAY SIP |
| 769 | 7-Jun | 14-May | 19-May | 27-May | SHOPPING: Favourite Canadian Fashion Brands BEAUTY: BIPOC Beauty Brands |
| 770 | 14-Jun | 21-May | 26-May | 3-Jun | SHOPPING: Father's Day Gift Guide FITNESS at every age: 20s, 30s, 40s, 50+ |
| 771 | 21-Jun | 28-May | 2-Jun | 10-Jun | BEAUTY: Summer Glow Guide (makeup & skincare) |
| 772 | 28-Jun | 4-Jun | 9-Jun | 17-Jun | BEAUTY: Summer Nail Guide + CELEBRITY PRIDE SPECIAL |

Double Issue - On newsstands for 2 consecutive weeks

Last updated January 28th, 2020



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|----------------|---------------|---------------|----------------|----------------|---|
| 773/774 | 12-Jul | 11-Jun | 16-Jun | 24-Jun | SUMMER SIZZLER! SUMMER STAYCATION GUIDE: Swimwear, beach-bag essentials, outdoor furnishings/decor, BBQ & cocktail recipes, summer reading guide |
| 775 | 19-Jul | 25-Jun | 30-Jun | 8-Jul | BEAUTY: Lazy Girl's Guide to Getting Summer Ready (body, hair removal, self-tanner) |
| 776 | 26-Jul | 2-Jul | 7-Jul | 15-Jul | SHOPPING: Accessories |
| 777/778 | 9-Aug | 9-Jul | 14-Jul | 22-Jul | BEAUTY SPECIAL: Love Your Body DREAM ESCAPES: 7 Wonders of the World |
| 779 | 16-Aug | 23-Jul | 28-Jul | 5-Aug | BEAUTY: Hair-care special |
| 780 | 23-Aug | 30-Jul | 4-Aug | 12-Aug | BEAUTY: Best in Makeup and Skincare |
| 781/782 | 30-Aug | 6-Aug | 11-Aug | 19-Aug | SHOPPING: Back to school |
| 783 | 6-Sep | 13-Aug | 18-Aug | 26-Aug | SHOPPING & BEAUTY: Fall Lookbook/TIFF Walk-Up |
| 784 | 13-Sep | 20-Aug | 25-Aug | 2-Sep | TRAVEL: Ontario ??? |
| 785 | 20-Sep | 27-Aug | 1-Sep | 9-Sep | SPECIAL ISSUE & EVENT: HELLO! HOLLYWOOD Toronto Film Festival party - HELLO! CANADA 15th ANNIVERSARY |
| 786 | 27-Sep | 3-Sep | 8-Sep | 16-Sep | FASHION/BEAUTY: BEST LOOKS OF TIFF |
| 787 | 4-Oct | 10-Sep | 15-Sep | 23-Sep | SHOPPING: Breast Cancer Awareness |
| 788/789 | 18-Oct | 17-Sep | 22-Sep | 30-Sep | NEW! HOME & DECOR: HELLO! Home – Fall Pop-Up Mag BEAUTY: Fall fragrances DREAM ESCAPES: Luxury Spa Destinations |
| 790 | 25-Oct | 1-Oct | 6-Oct | 14-Oct | SHOPPING: Breast Cancer Awareness |
| 791 | 1-Nov | 8-Oct | 13-Oct | 21-Oct | SHOPPING: Stylish Winter Wear (Coats, boots, accessories) |
| 792 | 8-Nov | 15-Oct | 20-Oct | 28-Oct | TRAVEL/FOOD & DRINK: Celebrity Restaurant Guide + Culinary Tours |
| 793 | 15-Nov | 22-Oct | 27-Oct | 4-Nov | EVENT: #HellotoKindness Summit |
| 794 | 22-Nov | 29-Oct | 3-Nov | 11-Nov | BEAUTY: Beauty at Every Age (20s, 30s, 40s, 50+) |
| 795 | 29-Nov | 5-Nov | 10-Nov | 18-Nov | BEAUTY: 12 Days of Beauty Giveaways! |
| 796 | 6-Dec | 12-Nov | 17-Nov | 25-Nov | GIFT GUIDE: HELLO! HOLIDAY (Tech Toys) |
| 797 | 13-Dec | 19-Nov | 24-Nov | 2-Dec | GIFT GUIDE: HELLO! HOLIDAY (beauty) TRAVEL: Royal Ski Destinations |
| 798 | 20-Dec | 26-Nov | 1-Dec | 9-Dec | GIFT GUIDE: HELLO! HOLIDAY GIFT GUIDE (multi-category) |
| 799/800 | 3-Jan | 3-Dec | 8-Dec | 16-Dec | *TRIPLE ISSUE* BEST OF 2021 Holiday Food & Drink + Party Looks HELLO! HOLIDAY STREAMING GUIDE |

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