

## Feb/March

### Valentine's Day

AD CLOSE: 11/15/19

DISTRIBUTION: 1/10/20

**#NoFilter:** A celebration of everything that binds our community together. Regular items include Celeb Mami, Mom Bosses, and Uplifting Latinas. Plus, romantic getaways.

### niños / KIDS

- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids and more, including asthma
- **Health:** Is your child an emotional eater?
- **Behavior:** Raise a kid with hustle—advice for teaching self-motivation
- **Holiday:** Amor, sweet amor—easy-to-make bilingual Valentine's cards

### mamás / MOMS

- **Beauty:** What Afro-Latina mom influencers want you to know about your hair
- **Health:** Your body after baby—six common health issues
- **Relationships:** Single and Ready to Mingle—tackle the dating scene as a mom
- **Recipes:** Avocados, 4 ways

### SER PADRES

- **Holiday:** Sweet ways to bond with your kids
- **¡Vale la pena!:** Q&As with a celeb parent, plus the latest trends
- **Nuestra Familia:** A column featuring a real Latino family and how they get it done
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin for Valentine's Day

## April/May

### The Green Issue!

AD CLOSE: 1/15/20

DISTRIBUTION: 3/13/20

**#NoFilter:** A celebration of everything that binds our community together. Special photo essay on the changing face of Latina moms.

### niños / KIDS

- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids and more, including autism and seasonal allergies
- **Health:** The fight against air pollution, and what you can do!
- **Values:** Tips for raising an eco-conscious kid
- **Fun:** Get the kids in the kitchen
- **Holiday:** Eco-friendly Easter crafts

### mamás / MOMS

- **Beauty:** Family beauty recipes passed down through the generations
- **Special report:** How Latinas are the original natural mamas
- **Home:** Recycle your kid's stuff
- **Recipes:** Plant-based meals with a Latin twist!

### SER PADRES

- **Finance:** What kids can teach you about money
- **¡Vale la pena!:** Q&As with a celeb parent, plus the latest trends
- **Nuestra Familia:** A column featuring a real Latino family and how they get it done
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin

## June/July

### Summer Loving

AD CLOSE: 4/14/20

DISTRIBUTION: 6/12/20

**#NoFilter:** A celebration of everything that binds our community together. Regular items include Celeb Mami, Mom Bosses, and Uplifting Latinas. Special report on the 2020 Olympics.

### niños / KIDS

- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids and more
- **Health:** Baby doctor mamas answer your most pressing newborn questions
- **Safety:** Pool rules to live by
- **Behavior:** Latinx and proud—Moms tell us how they're raising "Latinx" kids and everything that word stands for
- **Fun:** Roadtrip in *español!*—Audio books, word games, and sing-along tunes for a fun journey. Plus, trip ideas from real families

### mamás / MOMS

- **Beauty:** Yes, you need sunscreen, too! We break down SPF for Latinas
- **Mental Health:** Stop yelling—curb your tirades once and for all
- **Identity:** Papi power—How dad squads are changing the narrative of fatherhood
- **Food:** A guide to organics—what you should and shouldn't splurge on
- **Recipes:** P is for Paleta—ice pops for the win!

### SER PADRES

- **Holiday:** Celebrate Independence days (from all over Latin America!)
- **¡Vale la pena!:** Q&As with a celeb parent, plus the latest trends
- **Nuestra Familia:** A column featuring a real Latino family and how they get it done
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin

Note: Subject to change.

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For more information, please contact your *Parents Latina* sales representative or Donna Lindskog, Sales Director, 212.551.7014, donna.lindskog@meredith.com

**Parents**  
Latina

## Aug/Sept

### Back to School

AD CLOSE: 6/15/20

DISTRIBUTION: 8/14/20

**#NoFilter:** A celebration of everything that binds our community together. Regular items include Celeb Mami, Mom Bosses, and Uplifting Latinas.

### niños / KIDS

- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids and more, including probiotics
- **Health:** Chill about lice—it's not as bad as you think; sidebar on products
- **Language:** The best subscription boxes for Spanish learners
- **Education:** What Latino parents working in education want you to know
- **Recipes:** Lunch ideas for a tastier school year. Plus, Latin-inspired packaged snacks
- **Fun:** Make a family tree!

### mamás / MOMS

- **Beauty:** Sunglasses & lipstick—the ultimate get-out-of-the-house-quick look
- **Baby:** Mami, now and then—Latina moms with teens and babies at home share advice for navigating motherhood with confidence
- **Home:** Organize your day—simple solutions for a streamlined life
- **Finance:** Stop arguing about money with your honey

### SER PADRES

- **Education:** Hands-on ideas for raising a little scientist
- **¡Vale la pena!** Q&As with a celeb parent, plus the latest trends
- **Nuestra Familia:** A column featuring a real Latino family and how they get it done
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin

## Oct/Nov

### Halloween Extravaganza

AD CLOSE: 8/14/20

DISTRIBUTION: 10/9/20

**#NoFilter:** Special report: What matters most to Latinas this election.

### niños / KIDS

- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids and more
- **Health:** Bye, bye nightmares—help your child learn to sleep soundly again
- **Behavior:** Raise a confident girl
- **Holiday:** Day of the Dead-inspired Halloween crafts
- **Holiday:** Throw a Frida Halloween party!

### mamás / MOMS

- **Beauty:** *Parents Latina* Beauty Awards
- **Health:** How one family got control of their diabetes diagnosis—together
- **Advice:** Prep for baby no. 2
- **Travel:** You can go home again—plan the perfect trip to your native country
- **Recipes:** Friendsgiving potluck

### SER PADRES

- **Behavior:** Gratitude lessons from Latin America
- **¡Vale la pena!** Q&As with a celeb parent, plus the latest trends
- **Nuestra Familia:** A column featuring a real Latino family and how they get it done
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin

## Dec/Jan

### Feliz Holidays!

AD CLOSE: 9/14/20

DISTRIBUTION: 11/13/20

**#NoFilter:** A celebration of everything that binds our community together. Plus, Influencer moms' fave kid gifts.

### niños / KIDS

- **Ages + Stages:** The latest health and development news about babies, toddlers, big kids and more
- **Health:** Real mom tips for surviving cold season
- **Safety:** How to choke-proof their world
- **Values:** Life lessons—What moms of special needs kids can teach us
- **Books:** Latino kid lit
- **Relationships:** Help your kids get along
- **Fun:** DIY ornaments you'll keep forever

### mamás / MOMS

- **Beauty:** Holiday makeup inspo
- **Inspiration:** Choosing my religion—how moms are finding their own spirituality
- **Finance:** Zero balance—three Latino families on beating debt
- **Holidays:** Host your first holiday party with kids. Plus, recipes for entertaining

### SER PADRES

- **Behavior:** Easy ways to create happiness
- **¡Vale la pena!** Q&As with a celeb parent, plus the latest trends
- **Nuestra Familia:** A column featuring a real Latino family and how they get it done
- **Fiesta Food:** A beloved traditional food gets a kid-approved spin

**PLUS!** • **Uplifting Latinas:** A section on moms breaking barriers in their communities; in every other issue. • **Zen mama:** NEW! An Instagram influencer on balancing mind, body, and soul; in every other issue.

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