

# Editorial Content Calendar

Quarterly planning template. Page 1 of 2

## How to use this sheet

One row per piece. Fill the first four columns at planning, the last two at publication.

A piece with no owner and no date is an idea, not a plan. Keep ideas on the back sheet.

---

### Columns

|                 |                                          |
|-----------------|------------------------------------------|
| Week            | Publication week, Monday date            |
| Working title   | Changes freely until the draft is signed |
| Format          | Article, guide, case study, note, video  |
| Owner           | One name. Not a team                     |
| Primary channel | Where it goes first                      |
| Result          | One number, chosen before publication    |

---

### Cadence that survives contact with a real quarter

|                          |   |
|--------------------------|---|
| Long pieces per quarter  | 2 |
| Short pieces per month   | 4 |
| Reserve weeks kept empty | 2 |

The reserve weeks are the point. A calendar with no slack becomes a backlog by week five.

## Quarter grid

|         |                              |
|---------|------------------------------|
| Week 1  | Long piece, drafting         |
| Week 2  | Short piece, publish Tuesday |
| Week 3  | Long piece, publish Thursday |
| Week 4  | Short piece, publish Tuesday |
| Week 5  | Reserve                      |
| Week 6  | Short piece, publish Tuesday |
| Week 7  | Case study, interview week   |
| Week 8  | Case study, publish Thursday |
| Week 9  | Short piece, publish Tuesday |
| Week 10 | Long piece, drafting         |
| Week 11 | Long piece, publish Thursday |
| Week 12 | Reserve and quarter review   |

---

### Quarter review, thirty minutes

- ☐ Which piece did the most work, and why
- ☐ Which piece would we not write again
- ☐ Did the reserve weeks stay empty
- ☐ What moves to next quarter, and what is dropped for good