BEAUTY STORE BUSINESS magazine 2016

EDITORIAL CALENDAR

January
Ad Close: 11-9-15
Ad Material Due: 11-13-15
+ PR Due: 10-9-15

Dry Shampoos
Products for Straightening Hair
Focus on: Self-Tanning Products
Show Distribution:
The Makeup Show Orlando, ISSE, NY NOW

February
Ad Close: 12-7-15
Ad Material Due: 12-11-15
+ PR Due: 11-6-15

Hair Extensions
Products for Curling Hair
Focus on: Spring Nail Color
Show Distribution:
Western Buying Conference

March
Ad Close: 1-7-16
Ad Material Due: 1-13-16
+ PR Due: 12-7-15

Wigs
Shampoos & Conditioners
Focus on: Contour Kits
Show Distribution:
IBS New York, America's Beauty Show, The Makeup Show LA

April
Ad Close: 2-9-16
Ad Material Due: 2-15-16
+ PR Due: 1-8-16

Styling Appliances
Men
Focus on: Servicing The Pro-On-The-Go
Show Distribution:
Eastern Buying Conference

May
Ad Close: 3-9-16
Ad Material Due: 3-15-16
+ PR Due: 2-9-16

Lippies
Body Washes, Bubble Bath & Body Lotions
Focus on: Vibrant Hair Colors
Show Distribution:
The Makeup Show NYC, Beauty Expo USA

June
Ad Close: 4-7-16
Ad Material Due: 4-13-16
+ PR Due: 3-7-16

Eyes
Blow-Dryers
Focus on: Teeth-Whitening Products
Show Distribution:
Premiere Orlando, IBS Las Vegas

July
Ad Close: 5-9-16
Ad Material Due: 5-13-16
+ PR Due: 4-9-16

Products for Halloween
Facial Masks
Focus on: Nail Art
Last Issue Before Cosmoprof North America
Show Distribution:
NY NOW

August
Ad Close: 6-7-16
Ad Material Due: 6-13-16
+ PR Due: 5-6-16

Hair Masks
Hair Accessories
Focus on: Beauty Storage, Vanity & Mirrors
Show Distribution:
Cosmoprof North America

September
Ad Close: 7-7-16
Ad Material Due: 7-13-16
+ PR Due: 6-7-16

Holiday Gift Guide
Hair Color for Brunettes, Blondes & Redheads
Focus on: Top 5 Products of Cosmoprof North America

October
Ad Close: 8-8-16
Ad Material Due: 8-12-16
+ PR Due: 7-8-16

Tattoo Products:
Preserving & Cover-Up
Makeup Brushes
Focus on: Fall Nail Color
Show Distribution: The Makeup Show Dallas

November
Ad Close: 9-7-16
Ad Material Due: 9-13-16
+ PR Due: 8-5-16

Haircolor-Preserving Products
Primers & Moisturizers
Focus on: Hair Clipper & Hair Trimmer Accessories

December
Ad Close: 10-7-16
Ad Material Due: 10-13-16
+ PR Due: 9-7-16

Readers' Choice Awards & Editors' Picks
High-End Hair Care
Focus on: Shaving Products

Please Note: Editorial projections are subject to change on the basis of availability and new developments. Use this listing as a general guideline, but check with your advertising representative for updated monthly listings.