

BEAUTY STORE BUSINESS **2017** magazine

EDITORIAL CALENDAR



january

Ad Close: 11-9-16
Ad Materials due: 11-15-16
+ Press Items due: 10-7-16

PRODUCTS FOR
STRAIGHTENING HAIR
WIGS AND HAIR
EXTENSIONS
FOCUS ON: Self-Tanning
SHOW DISTRIBUTION:
ISSE Long Beach, Beauty
Expo USA



february

Ad Close: 12-7-16
Ad Materials due: 12-13-16
+ Press Items due: 11-7-16

PRODUCTS FOR CURLING
HAIR
COUNTER, FLOOR, AND
WALL DISPLAYS
FOCUS ON: Kids/Tweens
SHOW DISTRIBUTION:
Western Buying Conference



march

Ad Close: 1-9-17
Ad Materials due: 1-13-17
+ Press Items due: 12-9-16

DRY SHAMPOOS
BRUSHES
FOCUS ON: Spring/Summer
Nail Colors
SHOW DISTRIBUTION:
IBS New York



april

Ad Close: 2-9-17
Ad Materials due: 2-15-17
+ Press Items due: 1-9-17

PRODUCTS FOR MEN
TRAVEL PRODUCTS,
STORAGE AND VANITY
FOCUS ON: Treatments
for Hands/Nails
SHOW DISTRIBUTION:
Eastern Buying Conference,
ABS Chicago



may

Ad Close: 3-9-17
Ad Materials due: 3-15-17
+ Press Items due: 2-9-17

SHAMPOOS AND
CONDITIONERS
EYES & LIPPIES
FOCUS ON: Products for
Covering Gray Hair



june

Ad Close: 4-7-17
Ad Materials due: 4-13-17
+ Press Items due: 3-7-17

BLOW DRYERS
HAIRSTYLING AIDS AND
APPLIANCES
FOCUS ON: Products for
Detangling Hair
SHOW DISTRIBUTION:
Premiere Orlando,
IBS Las Vegas



july

Ad Close: 5-9-17
Ad Materials due: 5-15-17
+ Press Items due: 4-7-17

HOLIDAY GIFT GUIDE
NATURAL PRODUCTS
FOCUS ON: Nail Art
(Pre-Show issue for Cosmoprof
North America)



august

Ad Close: 6-5-17
Ad Materials due: 6-9-17
+ Press Items due: 5-5-17

HAIR ACCESSORIES
CONTOUR KITS
FOCUS ON: Fragrance
SHOW DISTRIBUTION:
Cosmoprof North America



september

Ad Close: 7-7-17
Ad Materials due: 7-13-17
+ Press Items due: 6-7-17

HAIR COLOR AND
ACCESSORIES
PRODUCTS FOR HANDS
AND FEET
FOCUS ON: Fall/Winter
Nail Colors



october

Ad Close: 8-8-17
Ad Materials due: 8-14-17
+ Press Items due: 7-7-17

MAKE-UP AND
ACCESSORIES
WIGS AND EXTENSIONS
FOCUS ON: Shaving Products



november

Ad Close: 9-7-17
Ad Materials due: 9-13-17
+ Press Items due: 8-7-17

PRODUCTS FOR TEXTURED
HAIR
SKINCARE PRODUCTS
FOCUS ON: Clippers and
Trimmers



december

Ad Close: 10-9-17
Ad Materials due: 10-13-17
+ Press Items due: 9-8-17

ANNUAL BEST SELLERS
ISSUE

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.