

BEAUTY LAUNCHPAD

EDITORIAL CALENDAR 2017



january

+ Bonus Distribution: International Salon & Spa Expo (ISSE), Long Beach, CA

THE SUCCESS ISSUE/SPRING PRODUCT PREVIEW

We help readers start the year off with a bang by showcasing the products they need to succeed; a roundup of what to stock up on now in time for spring; industry legends share their success stories.

In-Depth Coverage: Shampoo and conditioner duos

Product Focus: Shine enhancers

Trend Watch: Therapeutic hand and nail treatments; spring must-haves

Online Feature: The best online courses

Closing: 11/18/16

Materials due: 11/23/16



february

BEAUTY OBSESSED

The latest and greatest products we're infatuated with; top styling tools; our favorite hair heroes reveal the items they can't live without.

In-Depth Coverage: Cutting-edge styling tools

Product Focus: Finishing hairsprays

Trend Watch: Travel-sized products

Online Feature: Comprehensive coverage of Awards Season

Closing: 12/21/16

Materials due: 12/27/16



march

+ Bonus Distribution: IBS New York; America's Beauty Show, Chicago

SPRING RUNWAY BEAUTY TRENDS

Spring's top beauty trends as seen on the chicest global runways; backstage reportage on must-have products.

In-Depth Coverage: Stylers, color, extensions and tips on how to achieve spring's hottest looks

Product Focus: Color care

Trend Watch: Cool-Girl hair

Online Feature: Live coverage backstage from New York Fashion Week

Closing: 1/20/17

Materials due: 1/26/17



april

+ Bonus Distribution: Intercoiffure Spring Atelier; Nailpro Pasadena

THE NATURAL ISSUE

In honor of Earth Month, we focus on the natural side of the beauty industry, including sustainability initiatives, must-have natural products and styling naturally curly hair.

In-Depth Coverage: Products for natural and curly hair

Special Spotlight: Eco-aware products

Product Focus: Human hair extensions

Trend Watch: Shea butter

Online Feature: Wedding season checklist; special-occasion hair galleries

Closing: 2/22/17

Materials due: 2/27/17



may

THE HAIR COLOR ISSUE/ SUMMER MUST-HAVES PREVIEW

We tap leading artists to forecast the season's most-coveted hues and coloring techniques; products needed to keep clients looking their best all summer long.

In-Depth Coverage: Haircoloring essentials and color-refreshing shampoos

Product Focus: Hair masks

Trend Watch: Blow dryers

Online Feature: Color-correction horror stories, advice and products

Closing: 3/21/17

Materials due: 3/27/17



june

+ Bonus Distribution: Premiere Orlando Beauty Show; Int'l Est./Cosm./Spa Conf. (IECSC), Las Vegas; IBS Las Vegas Hair & Nail

THE FESTIVAL ISSUE

Summer marks festival season—and festival hair is *huge*! We make sure our readers are up-to-date on the buzziest trends and looks.

In-Depth Coverage: Products and techniques to achieve summer's hottest styles

Special Spotlight: Traveling education: in-salon and on-the-road learning

Product Focus: Dry shampoos

Trend Watch: Frizz-busting systems

Online Feature: The top 15 cutting mistakes to avoid

Closing: 4/20/17

Materials due: 4/26/17

✳ EDITORIAL SUBMISSIONS DUE 6 WEEKS PRIOR TO AD CLOSE DATE.

CONTINUES >>

BEAUTY LAUNCHPAD

EDITORIAL CALENDAR 2017



july

+ Bonus Distribution: Cosmoprof North America, Las Vegas

GEN NEXT

The future is now: We showcase the products and people who are disrupting the status quo; new and inventive cutting techniques and products.

In-Depth Coverage: High-tech tools and innovations

Special Spotlight: Trailblazing salon owners under 30

Product Focus: Thermal protectors; shears

Trend Watch: Salon management systems

Online Feature: Interviews with NAHA nominees; live NAHA coverage

Closing: 5/19/17

Materials due: 5/24/17



august

THE REHAB ISSUE/FALL BEAUTY PREVIEW

Summer isn't kind to hair—we share how to nurse fragile strands back to optimum condition; a roundup of the products that are sure to be huge for autumn.

In-Depth Coverage: Post-summer hair and scalp remedies

Special Spotlight: Salon rehab—advice on ways to run a better business, with a special focus on furniture and equipment

Product Focus: Hair Loss

Awareness Month—thinning and hair-loss solutions and prevention

Trend Watch: Hair oils

Online Feature: Manly makeovers

Closing: 6/19/17

Materials due: 6/22/17



september

+ Bonus Distribution: Nailpro Sacramento

FALL RUNWAY HAIR TRENDS

Turning to the runways—where beauty trends are born—we reveal the coolest fall trends clients will be clamoring for.

In-Depth Coverage: Products, extensions, color and advice on how to achieve autumn's most in-demand styles

Product Focus: Texturizers

Trend Watch: Texture tools

Online Feature: Live coverage backstage from New York Fashion Week; Emmy beauty coverage

Closing: 7/20/17

Materials due: 7/26/17



october

+ Bonus Distribution: Intercoiffure Fall Atelier, New York

REWIND, RESET, RENEW

Clients of all ages are looking for cutting-edge and time-tested ways to look their best at any age; all about extensions, from selection to application to removal.

In-Depth Coverage: Anti-aging products for hair, skin and nails

Product Focus: Volumizers; extensions

Trend Watch: Omega fatty acids

Online Feature: Intercoiffure members share their 10 best business practices; breast cancer awareness products

Closing: 8/21/16

Materials due: 8/25/16



november

THE A-LIST ISSUE

While runways set the trends, celebrities bring them to the masses. We showcase the best red-carpet looks clients will be drawing holiday inspiration from.

In-Depth Coverage: Products, tools and tips to create celebrity styles for the holiday season

Product Focus: Cleansing conditioners

Trend Watch: Finishing products

Online Feature: Holiday gift guide

Closing: 9/21/17

Materials due: 9/27/17



december

THE BEST ISSUE

Our annual roundup of the best and brightest innovations the industry has to offer.

In-Depth Coverage: The 14th Annual Readers Choice Awards

Special Spotlight: 2018's best bets

Product Focus: Temporary root coverage

Trend Watch: Salon cocktails and spirits

Online Feature: Products for the frazzled stylist; the top 10 hair stories of 2017

Closing: 10/20/17

Materials due: 10/26/17

★ EDITORIAL SUBMISSIONS DUE 6 WEEKS PRIOR TO AD CLOSE DATE.