

# 2018 EDITORIAL CALENDAR



## january

Ad Close: 11/16/17  
Ad Material Due: 11/22/17  
+Editorial Due: 10/23/17

### IN DEPTH

Cleansing\*  
The Latest Delivery Systems  
Lipids in Skin Care

### PRODUCTS

New Products  
Facial Oils

### DIGITAL

Product Premiere  
Couples' Spa Protocols  
Valentine's Day Products

## february

Ad Close: 12/18/17  
Ad Material Due: 1/23/17  
+Editorial Due: 1/17/17

Chemical Exfoliation  
Spring Beauty  
Eye Care

Masks  
Hyaluronic Acid  
Polish Premiere\*  
Devices & Equipment

Product Premiere  
Bridal Services  
Top Bridal Makeup Techniques

## march

Ad Close: 1/17/18  
Ad Material Due: 2/22/18  
+Editorial Due: 12/18/17

Professionals Choice Awards\*  
Men's Spa Services  
Hydrating Services  
Hair Removal

Serums  
Men's Grooming\*

Product Premiere  
Cool Men's Grooming Looks  
Behind the Brand\*\*

## april

Ad Close: 2/16/18  
Ad Material Due: 2/22/18  
+Editorial Due: 1/22/18

Antioxidants\*  
Eco-Friendly Practices & Services  
Product Recycling Programs

New All-Natural Products  
Face & Body Mists

Product Premiere  
Mother's Day Gift Guide  
Organic Recipe

## may

Ad Close: 3/16/18  
Ad Material Due: 3/21/18  
+Editorial Due: 2/19/18

SPFs & Skin Cancer  
Top Pedi Protocols\*  
Eyelash Services

Sun Care & Summer  
Travel Kits  
Polish Premiere\*  
Devices & Equipment

Product Premiere  
Father's Day Gift Guide  
Sunless Tanning  
Scientifically Yours\*\*

## june

Ad Close: 4/18/18  
Ad Material Due: 4/24/18  
+Editorial Due: 3/23/18

Body Exfoliation Protocols  
Massage  
Body Wraps  
Hair Removal

Body Products  
Body Scrubs

Product Premiere  
Cellulite

## july

Ad Close: 5/16/18  
Ad Material Due: 5/22/18  
+Editorial Due: 4/20/18

Rejuvenating Body Services  
Lifestyle & the Skin  
Nutraceuticals & Supplements

New Products  
Charcoal

Product Premiere  
Wellness Packages  
Wellness Experts Share Advice

## august

Ad Close: 6/15/18  
Ad Material Due: 6/21/18  
+Editorial Due: 5/21/18

DNA & the Skin  
Inflammation  
Sensitive Skin

Skin Firming & Lifting  
Acne  
Devices & Equipment

Product Premiere  
Stem Cells  
Scientifically Yours\*\*

## september

Ad Close: 7/17/18  
Ad Material Due: 7/23/18  
+Editorial Due: 6/19/18

Fall Beauty  
Continuing Education\*  
Permanent & Semipermanent  
Makeup  
Hair Removal

Fall Ingredients  
Peptides  
Polish Premiere\*

Product Premiere  
Holiday Gift Guide Preview

## october

Ad Close: 8/16/18  
Ad Material Due: 8/22/18  
+Editorial Due: 7/23/18

Spa & the Oncology Client  
Holiday Gift Guide  
BCA Products

New Products  
Facial Moisturizers

Product Premiere  
Extended BCA Coverage  
Behind the Brand\*\*

## november

Ad Close: 9/18/18  
Ad Material Due: 9/24/18  
+Editorial Due: 8/21/18

Retinol  
Antiaging  
Neck & Décolleté Services

Enzymes  
Salts  
Devices & Equipment

Product Premiere  
Winter Hair Care  
Healthy Holiday Recipe

## december

Ad Close: 10/17/18  
Ad Material Due: 10/23/18  
+Editorial Due: 9/19/18

Words From the Wise  
Cool Spa Design\*  
Hyperpigmentation

Multitasking Products  
Aromatherapy

Product Premiere  
Spa Retail Trends for 2018

**IN EVERY ISSUE!**  
Insider advice,  
popular protocols,  
gorgeous spa  
coverage, hot  
products and  
equipment, healthy  
recipes, business  
tools and tips, and  
much more!

### SECTIONS

#### BACK TO BASICS:

Drilled-down business  
advice

#### BEHIND THE BRAND:

Companies share their  
unique stories

#### BUILDING BLOCKS:

Ideas and tools to boost  
your bottom line

#### FRONT LINES &

#### ONE ON ONE:

In depth with a spa pro

#### IN FOCUS:

Hot ingredients in  
the spa world

#### IN THE NEWS:

Industry headlines

#### MAKING WAVES:

Radar-worthy spa trends

#### MANAGEMENT

#### WORKSHOP:

How to keep your  
operations in top form

#### MARKETING SAVVY:

Effective ways to  
promote your services

#### PROFIT CENTER:

Revenue building service  
and retail strategies

#### RETAIL CORNER:

Star products for  
stocking your shelves

#### SCIENTIFICALLY

YOURS: Manufacturers  
discuss the latest lab  
news and developments

#### SPA HOPPING,

#### PROFILE &

#### SNAPSHOT:

Secrets behind  
thriving spas

#### TASTE:

Simple and healthy  
recipes

#### WINNING WAYS:

How spas give back to  
their communities

**MONTHLY DIGITAL CONTENT: The latest industry news, wellness tips and recipes, spa openings, product info, and much more!**

\* Digital bonus! \*\* Ask about sponsorship opportunities!

**DAYS SPA**

**CONTACT:** Diane Walker, Associate  
Publisher, [dwalker@creativeage.com](mailto:dwalker@creativeage.com)  
Phone: 800.442.5667x221

**DAYS SPA**  
7628 Densmore Ave., Van Nuys, CA 91406-2042  
Phone 818.782.7328, Fax 818.782.7450  
[www.dayspamagazine.com](http://www.dayspamagazine.com)