

EDITORIAL CALENDAR 2018

In every print issue! Trending looks, hot products (hair, nails, makeup and skin), men's styles, extension know-how, stunning photo collections, education highlights, business tutelage, industry news, and so much more.

Every month on digital! New beauty trends, celeb get-the-looks, pro-beauty news, dynamic photo shoots, guest blogs, social media takeovers, product intel, and so much more.



january

+ Bonus Distribution: ISSE, Long Beach, CA

THE INFLUENCER ISSUE

- Top digital influencers shaking up the world of professional beauty
 - Artists identify the most influential/ game-changing products
- Special Focus:** Shine enhancers

DIGITAL

Influencer Confessionals: Videos uploaded daily featuring pro-beauty's biggest influencers

Editor Confessionals: Video dish on the most innovative products in the business

+**Product Discovery:** What's trending in beauty goods

Closing: 11-17-17

Ad Material Due: 11-27-17



february

THE LOVE ISSUE

- Artists reveal the products they love most
 - Hairdressing legends reveal what made them first fall in love with the pro-beauty industry
- Special Focus:** Shampoo and conditioner duos

DIGITAL

We Heart Valentine's Day: Romantic 'dos to whet stylists' creativity

Stylist Confessionals: Video love letters from stylists to their clients

+**Product Discovery:** What's trending in beauty goods

Closing: 12-20-17

Ad Material Due: 12-27-17



march

+ Bonus Distribution: IBS New York

THE SPRING TRENDS ISSUE

- 20 in their Twenties: Profiles on top 20 cutters in their twenties
 - Hot beauty trends—from color to cut to nails and beyond—as seen on the spring/ summer runways
- Special Focus:** Color care products

DIGITAL

What's Trending Socially: Hair trends that are going viral

What's Trending Editorially: Editors choose their favorite trending styles from Instagram fans

+**Product Discovery:** What's trending in beauty goods

Closing: 1-19-18

Ad Material Due: 1-25-18



april

+ Bonus Distribution: America's Beauty Show, Chicago; Intercoiffure Spring Atelier, FL

THE FESTIVAL ISSUE

- Prep clients for festival season with the buzziest beauty styles and products to get the looks
 - Styling tools to create the coolest hairdos
- Special Focus:** Naturally derived products and green-minded initiatives

DIGITAL

Conquer Coachella: Video featuring must-have festival fare

Instagram Takeover: Pro-beauty's brightest stars take you behind the scenes at Coachella

+**Product Discovery:** What's trending in beauty goods

Closing: 2-21-18

Ad Material Due: 2-27-18



may

THE SPECIAL OCCASION ISSUE

- Get clients ready for their big day—from weddings, proms and beyond—with must-have products
- Ace the perfect blow-out with the best techniques and products

Special Focus: Travel-size products

+**SUPPLEMENT:** Hair restoration

(extensions, hair pieces and anti-thinning treatments)

DIGITAL

Rise to the Occasion: How to handle clients with pre-celebration nerves

Fit for a Fete: Editors share top special occasion looks from Instagram fans

+**Product Discovery:** What's trending in beauty goods

Closing: 3-21-18

Ad Material Due: 3-27-18



june

+ Bonus Distribution: Premiere Orlando Beauty Show

THE SUMMER ISSUE

- Achieve the hottest summer hairstyles with trending techniques and goods
- Arm her with products that treat summertime hair woes

Special Focus: Humidity blockers

DIGITAL

Hot List: Video featuring must-have summer swag

What's Trending Now: Breezy looks for the season

+**Product Discovery:** What's trending in beauty goods

Closing: 4-20-18

Ad Material Due: 4-26-18

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

CONTINUES >>

BEAUTY LAUNCHPAD

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july

+ Bonus Distribution: IBS Las Vegas Hair & Nail, Las Vegas

THE NATURAL ISSUE

- Products geared for naturally curly strands
- Bring out the best in any hair type with the perfect cut; plus, snipping tools that work wonders

Special Focus: Dry shampoos

DIGITAL

Curls Unfurled: Spotlight on celebrity curls throughout the years

A Cut Above: Video featuring fresh cutting techniques

+**Product Discovery:** What's trending in beauty goods

Closing: 5-16-18

Ad Material Due: 5-22-18



august

+ Bonus Distribution: Cosmoprof, Las Vegas

THE COLOR ISSUE

- Latest and greatest color products, looks and techniques
- Advice on how to ease clients into making major hair changes, and products that act as the perfect assist

Special Focus: Thickening products (Hair Loss Awareness Month)

DIGITAL

She's a Rainbow: Influencers give the skinny on their preferred shades

Before and After: The best color transformations

+**Product Discovery:** What's trending in beauty goods

Closing: 6-19-18

Ad Material Due: 6-25-18



september

THE FALL TRENDS ISSUE

- Hot beauty trends as seen on the fall/winter runways
- Top hair color trends as seen on celebs

Special Focus: Thermal protectors

DIGITAL

Live from the Runway:

InstaStories live from New York Fashion Week

Survival Guide: Influencers share how to make it through New York Fashion Week

+**Product Discovery:** What's trending in beauty goods

Closing: 7-20-18

Ad Material Due: 7-26-18



october

+ Bonus Distribution: Intercoiffure Fall Atelier, NY

THE PREVENTION ISSUE

- Products and advice to help combat the effects of aging
- High-tech tools to give clients their best hair ever

Special Focus: Charitable initiatives

DIGITAL

Breast Cancer Awareness:

Products that benefit the cause

Piece Out: Top wigs and tips for choosing the perfect hair piece

+**Product Discovery:** What's trending in beauty goods

Closing: 8-20-18

Ad Material Due: 8-24-18



november

THE A-LIST ISSUE

- We spotlight the industry's biggest stylists to the stars
- The coolest red carpet looks to replicate for her next holiday party, and products that help nail the styles

Special Focus: Hair oils

DIGITAL

Hair's Looking at You: Best red carpet beauty looks through the years

I Feel Pretty: Celeb stylists' go-tos for making them look and feel their best for any occasion

+**Product Discovery:** What's trending in beauty goods

Closing: 9-21-18

Ad Material Due: 9-27-18



december

THE BEST ISSUE

- Readers Choice Awards! The best products of 2018, as voted by our readers
 - We profile what's next for pro-beauty innovations in 2019, from on-the-verge products to innovative classes for pros
- Special Focus:** Top educators and classes

DIGITAL

Product Haul: Influencer dish on the Readers Choice Awards product picks, and a contest to win it all

Youth of America: We round up the most striking hair creations done by students

+**Product Discovery:** What's trending in beauty goods

Closing: 10-19-18

Ad Material Due: 10-25-18

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BEAUTY LAUNCHPAD

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