

# NAILPRO 2018 EDITORIAL CALENDAR



## january

+ PR Due: 10-16-17

STANDARD/HARD GELS

INTENSIVE MOISTURIZING TREATMENTS

**Ad Close: 11-14-17**

**Ad Materials Due: 11-20-17**



## february

+ PR Due: 11-15-17

+ Bonus Distribution: ISSE, Long Beach

ROSE COLORED/SCENTED PRODUCTS

BRUSHES: FROM ART TO ENHANCEMENTS

**Ad Close: 12-14-17**

**Ad Materials Due: 12-20-17**



## march

+ PR Due: 12-15-17

+ Bonus Distribution: IBS New York

SPRING LACQUER COLOR STORY

TREND ALERT: TUBE GELS

**Ad Close: 1-12-18**

**Ad Materials Due: 1-18-18**



## april

+ PR Due: 1-15-18

+ Bonus Distribution: America's Beauty Show, Orlando; NAILPRO PASADENA

HOLOGRAPHIC PRODUCTS

E-FILES

**Ad Close: 2-13-18**

**Ad Materials Due: 2-19-18**



## may

+ PR Due: 2-15-18

+ Bonus Distribution: America's Beauty Show, Chicago

PRODUCTS FOR PEDICURES

BRIDAL NAIL ART

**Ad Close: 3-13-18**

**Ad Materials Due: 3-19-18**



## june

+ PR Due: 3-15-18

+ Bonus Distribution: Premiere Orlando

SUMMER POLISH COLOR COLLECTIONS

PEDICURE TUBS & THRONES

**Ad Close: 4-13-18**

**Ad Materials Due: 4-19-18**



## july

+ PR Due: 4-16-18

+ Bonus Distribution: Bonus Distribution: Int'l Est./Cosm./Spa Conf. (IECSC), Las Vegas; IBS Las Vegas Hair & Nail; Pre-Cosmoprof North America

ACRYLICS

GEL POLISHES

**Ad Close: 5-11-18**

**Ad Materials Due: 5-17-18**



## august

+ PR Due: 5-15-18

+ Bonus Distribution: Cosmoprof, Las Vegas

NAIL TREATMENTS

BUILDING LASH SERVICES

**Ad Close: 6-13-18**

**Ad Materials Due: 6-19-18**



## september

+ PR Due: 6-15-18

FALL'S BEST LACQUER & GEL POLISHES

FILES & IMPLEMENTS

**Ad Close: 7-13-18**

**Ad Materials Due: 7-19-18**



## october

+ PR Due: 7-16-18

+ Bonus Distribution: NAILPRO SACRAMENTO

GLOW-IN-THE-DARK NAIL ART

COSMOPROF NEW & NOTABLE

**Ad Close: 8-13-18**

**Ad Materials Due: 8-17-18**



## november

PR Due: 8-15-18

METALLICS

HOLIDAY SERVICES

**Ad Close: 9-13-18**

**Ad Materials Due: 9-19-18**



## december

PR Due: 9-14-18

GLITTER

MASSAGE LOTIONS/OILS

**Ad Close: 10-12-18**

**Ad Materials Due: 10-18-18**

### \* 2018 GOLDBOOK/ESSENTIALS

The must-have supplement is back with NAILPRO's own Readers' Choice Awards (*Goldbook*) and comprehensive industry surveys (*Essentials*)!

**Ad Close: 9-28-18**

**Ad Material Due: 10-14-18**

**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.

# NAILPRO

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