

CONTENT CALENDAR 2019

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

Plus: Get all this via our digital channels, along with Instagram Takeovers, Facebook Lives and more



january

+ Bonus Distribution: ISSE, Long Beach

THE SUCCESS ISSUE

- Best-selling shampoo and conditioner duos
- Brand leaders discuss the keys to making it in the industry

Special Focus: Salon software to ensure business success

Closing: 11-16-18

Ad Material Due: 11-26-18



february

THE NEXT-GEN ISSUE

- 20 in Their 20s: Profiles on top 20 stylists in their twenties
- Trending thermal tools (blowdryers, styling irons and more) to achieve limitless looks

Special Focus: Thermal protectors

+**The Colorist:** Top colorists give the scoop on their all-time favorite formulas

Closing: 12-20-18

Ad Material Due: 12-27-18



march

+ Bonus Distribution: IBS, New York

THE SPECIAL OCCASION ISSUE

- Tap the spring runway's biggest trends and must-have products to prep clients for their special day (weddings, proms and beyond)—hairstyling, nails, makeup and lashes

• Extension experts share products, techniques and looks for bride-worthy beauty

Special Focus: Hairsprays

Closing: 1-18-19

Ad Material Due: 1-24-19



april

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

THE FESTIVAL ISSUE

- Styles and products to nail her festival look
- New nature-, hemp- and CBD-based hair, skin, makeup products and initiatives

Special Focus: Travel-size beauty goods

+**The Colorist:** Festival-inspired color

how-tos and products

Closing: 2-19-19

Ad Material Due: 2-25-19



may

+ Bonus Distribution: Nailpro Pasadena, CA

THE ENDLESS SUMMER ISSUE

- Products to arm clients for the summer season—hair masks, clarifiers and color care goods; skin protectors; and more
- Make the most of summertime with revenue-boosting add-on services in the salon

Special Focus: Hair pomades

Closing: 3-21-19

Ad Material Due: 3-26-19



june

+ Bonus Distribution: Premiere Beauty, Orlando; IECSC, Las Vegas; IBS, Las Vegas

THE TEXTURE ISSUE

- Products and advice for enhancing natural curls

• Ramp up hair with top texturizers

Special Focus: Humidity blockers

+**The Colorist:** Best blonding techniques

Closing: 4-19-19

Ad Material Due: 4-24-19

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

CONTINUES >>

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july

THE WOMEN IN CHARGE ISSUE

- Profiles on the industry's top female business leaders, artists, educators and influencers
- You're worth it: Guidance from industry experts on how stylists can raise their prices and increase their bottom line

Special Focus: Hair oils

Closing: 5-17-19

Ad Material Due: 5-23-19



august

+ Bonus Distribution: Cosmoprof, Las Vegas

THE INFLUENCER ISSUE

- Social media's biggest influencers dish on how to brand yourself
- Stylists reveal their all-time top product picks

Special Focus: Thickening products and extensions (Hair Loss Awareness Month)

+**The Colorist:** A-list formulas from celebrity colorists

Closing: 6-18-19

Ad Material Due: 6-21-19



september

+ Bonus Distribution: Nailpro Sacramento

THE FALL TRENDS ISSUE

- Hot hairstyles and color trends as seen on the fall/winter runways
- Cutting techniques and go-to snipping tools—shears, clippers, razors and combs

Special Focus: Shine enhancers

+**SUPPLEMENT** Master Class: the professional beauty education guide

Closing: 7-19-19



october

+ Bonus Distribution: Intercoiffure Fall Atelier, New York

THE AGELESS BEAUTY ISSUE

- Products and advice to combat the effects of aging (extensions, hair color, skin care, anti-thinning hair and lash formulas, and more)
- How to handle clients' scalp issues—from opening the conversation to dandruff-reducing wonders

Special Focus: Color preservers

+**The Colorist:** Autumn's best color techniques and products

Closing: 8-19-19

Ad Material Due: 8-22-19



november

THE HOLLYWOOD ISSUE

- Techniques and products—hair, makeup, lashes and nails—to achieve the beauty looks seen on the red carpet
- Winter remedies to treat lackluster locks

Special Focus: Dry shampoos

Closing: 9-20-19

Ad Material Due: 9-26-19



december

THE BEST ISSUE

- Readers Choice Awards! The best products of 2019, as voted by our readers
- 20 trending products to look for in 2020

Special Focus: Frizz fighters

+**The Colorist:** 30 Under 30—our annual "it list" of burgeoning color stars

Closing: 10-18-19

Ad Material Due: 10-23-19

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