

CONTENT CALENDAR 2020

In every issue! Trending looks, hot products (hair, nails, makeup, lashes and skin), men's styles, extensions 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

SUCCESS

- Ways to boost your business from top experts; how to implement effective salon software; ramp up salon decor; and more
- Product Highlight: Moisturizing shampoo and conditioner duos

Closing: 11.19.19

Ad Material Due: 11.25.19



february

RELATIONSHIP GOALS

- Industry experts share how to manage relationships with clients, coworkers, brands and beyond
- Product Highlight: Direct dyes

+**The Colorist:** Ravishing redheads

Closing: 12.20.19

Ad Material Due: 12.26.19



march

+ Bonus Distribution: IBS, New York

PARTY ON!

- Special occasion looks—and products to achieve the styles—for festivals, weddings, proms and more

• Product Highlight: Finishing sprays

Closing: 1.17.20

Ad Material Due: 1.23.20



april

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

WELLNESS

- Your best self: Self care practices at home and in the salon; CBD-infused beauty products; industry peers dish on work-life balance; and more

• Product Highlight: Therapeutic hair treatments

+**The Colorist:** Toning tips

+**SUPPLEMENT MASTER CLASS**

Closing: 2.19.20

Ad Material Due: 2.25.20



may

+ Bonus Distribution: Nailpro Pasadena

SUMMER

- Summer hair rescue advice from experts, plus top products (hair masks, UV defenders and color protectors) to beat seasonal woes

• Product Highlight: Chelators and clarifiers

Closing: 3.20.20

Ad Material Due: 3.26.20



june

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

PRIDE

- Owning who you are: Experts share tips for achieving your best self, behind the chair and beyond; how our industry celebrates Pride month; stylists share their passion for professional beauty

• Product Highlight: Frizz fighters

+**The Colorist:** 30 Under 30

Closing: 4.20.20

Ad Material Due: 4.24.20

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

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july

+ Bonus Distribution: Cosmoprof, Las Vegas

CURLS

- How to cut and color naturally curly hair, plus products for enhancing spirals
- Product Highlight: Hair masks

Closing: 5.19.20

Ad Material Due: 5.25.20



august

FEARLESS FEMALES

- Profiles on the industry's top female business leaders, artists, educators and influencers

- Product Highlight: Newest thermal tools (styling irons and blowdryers)

+**The Colorist:** Dimensional brunettes

Closing: 6.19.20

Ad Material Due: 6.25.20



september

+ Bonus Distribution: Nailpro Sacramento

CAREER

- Strategies for building résumés; recruitment practices; interview tips; job placement; and more

- Product Highlight: Cutting tools (shears, clippers, razors and combs)

Closing: 7.20.20

Ad Material Due: 7.24.20



october

+ Bonus Distribution: Intercoiffure Fall Atelier, New York

AGELESS BEAUTY

- Advice and products to combat the effects of aging (extensions, hair color, skin care, anti-thinning hair and lash formulas, and more)

- Product Highlight: Beauty with a cause (products with charitable proceeds)

+**The Colorist:** Gray hair practices

Closing: 8.20.20

Ad Material Due: 8.26.20



november

NEXT-GEN

- 25 Under 50,(000): We spotlight 25 beauty pros with less than 50,000 followers; top influencers divulge advice on marketing, content creation and more

- Product Highlight: Brushes

Closing: 9.21.20

Ad Material Due: 9.25.20



december

WINNERS

- Readers Choice Awards! The best products of 2020, as voted by our readers

- Product Highlight: Preview of 2021 releases

+**The Colorist:** Color myth-busters

Closing: 10.21.20

Ad Material Due: 10.27.20

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