

BEAUTY STORE business 2020 EDITORIAL CALENDAR



january

Ad Close: 11.1.19
Ad copy due: 11.14.19

BEAUTY TRENDS FOR 2020 ISSUE

Blow Dryers/Straightening and
Curling Irons

FOCUS ON: 2020 Product
Launches

+ **Bonus Distribution:** Int'l Beauty
Exposition Vegas Rep Show
(January 19-20); ISSE Long
Beach (January 25-27)



february

Ad Close: 12.4.19
Ad copy due: 12.13.19

BEAUTY WELLNESS ISSUE

Shampoos and Conditioners

FOCUS ON: Dry Shampoos



march

Ad Close: 1.9.20
Ad copy due: 1.15.20

THE MEN'S ISSUE

Men's Products

FOCUS ON: Brushes/Combs/
Hair Clips

+ **Bonus Distribution:** IBS New
York (March 8-10)



april

Ad Close: 2.7.20
Ad copy due: 2.13.20

THE SUSTAINABILITY AND GREEN BEAUTY ISSUE

Natural/Celan Products

FOCUS ON: Gray Hair Care /
Cover-up

+ **Bonus Distribution:** ABS
Chicago (April 18-20)



may

Ad Close: 3.6.20
Ad copy due: 3.12.20

SUMMER BEAUTY ISSUE

Skincare Products

FOCUS ON: Kids/Tweens
Products

+ **Bonus Distribution:** Premiere
Orlando (May 30-June 1)



june

Ad Close: 4.3.20
Ad copy due: 4.9.20

THE COSMOPROF NORTH AMERICA PRE-SHOW ISSUE

Hairstyling Products

FOCUS ON: Makeup and
Accessories

**CITY OF HOPE HONOREE
COVER STORY**



july

Ad Close: 5.8.20
Ad copy due: 5.14.20

EMERGING CATEGORIES ISSUE

Manufacturer Supplied Retail
Displays

FOCUS ON: Hair Color Products
and Accessories

+ **Bonus Distribution:** Cosmoprof
North America/Vegas CPNA
(June 30-July 2)



august

Ad Close: 6.5.20
Ad copy due: 6.11.20

INDIE BEAUTY ISSUE

Indie Products

FOCUS ON: Wigs and
Extensions



september

Ad Close: 7.9.20
Ad copy due: 7.15.20

CBD BEAUTY ISSUE

Products Discovered at CPNA
2020

FOCUS ON: Nail Tools/
Polish/Art



october

Ad Close: 8.7.20
Ad copy due: 8.13.20

BEAUTY INNOVATION ISSUE

Detangling Products

FOCUS ON: Shaving Products



november

Ad Close: 9.10.20
Ad copy due: 9.16.20

WINTER BEAUTY AND HOLIDAY ISSUE

Textured Hair Products

FOCUS ON: Clippers/
Trimmers



december

Ad Close: 10.9.20
Ad copy due: 10.15.20

BEST OF 2020 ISSUE

Annual Best-Sellers

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.