

DAYSPA®

EDITORIAL CALENDAR 2020

In every print issue! Radar-worthy spa trends, popular products and ingredients, top business and marketing advice, healthy recipes, scientific breakthroughs, gorgeous spas and more. *Ask for sponsorship opportunities!

Every month online! The latest industry news, wellness tips and trends, spa coverage, product roundups and more.
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january

+ Bonus Distribution: ISSE, Long Beach;

Features:

- Cannabidiol (CBD)
- Creating Seasonal Services

In Depth: Digital Detox, Hair Removal

Products: New Launches, Cleansers

Digital: Valentine's Day Products, New Products

Ad Close: 11.15.19

Ad Material Due: 11.21.19



february

Features:

- Trending Facial Protocols
- Building Client Relationships

In Depth: Peptides

Products: Spring Makeup, Eye Care, Devices & Equipment

Digital: CBD Skin Care, New Products

Ad Close: 12.18.19

Ad Material Due: 12.24.19



march

+ Bonus Distribution: IBS, New York; America Academy of Dermatology, Denver

MEN'S ISSUE

Features:

- Men's Spa Services
- Professionals Choice Awards

In Depth: Probiotics in Skin Care

Products: Nighttime Products, Men's Face/Body/Hair

Digital: Men's Grooming Looks, New Products

Ad Close: 1.15.20

Ad Material Due: 1.21.20



april

+ Bonus Distribution: America's Beauty Show, Chicago; ASLMS, Phoenix

EARTH MONTH

Features:

- Clean Skincare Protocols (Natural and Organic)
- Sustainable Spa Practices

In Depth: Light Therapy, Hair Removal

Products: Facial Exfoliators, Botanical Ingredients

Digital: Mother's Day Gift Guide, New Products

Ad Close: 2.13.20

Ad Material Due: 2.19.20



may

+ Bonus Distribution: Nailpro Pasadena Show

Features:

- Anti-Acne Protocols
- Debunking DIY Skin Care

In Depth: Lipids

Products: Acne Fighters, Peels, Devices & Equipment

Digital: Father's Day Gift Guide, New Products

Ad Close: 3.13.20

Ad Material Due: 3.19.20



june

+ Bonus Distribution: Premiere Orlando

BODY BEAUTIFUL

Features:

- Full-Body Services
- Sun Protection

In Depth: Cellulite

Products: Summer/Sun Care, Body Scrubs

Digital: Travel Kits, New Products

Ad Close: 4.16.20

Ad Material Due: 4.22.20

✳ EDITORIAL SUBMISSIONS DUE 4 WEEKS PRIOR TO AD CLOSE DATE.

DAYSPA®

CONTACT: Diane Walker, Associate Publisher, dwalker@creativeage.com
Phone: 800.442.5667x221

DAYSPA
7628 Densmore Ave., Van Nuys, CA 91406-2042
Phone 818.782.7328, Fax 818.782.7450
www.dayspamagazine.com

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july

+ Bonus Distribution: IECSC, Las Vegas;
Cosmoprof, Las Vegas

Features:

- Stress & the Skin
- Massage Protocols

In Depth: Supplements, Hair Removal

Products: New Launches, Serums

Digital: Sunless Tanning, New Products

Ad Close: 5.13.20

Ad Material Due: 5.19.20



august

Features:

- Private Label
- Inflammation

In Depth: Pollution-Fighting Skin Care

Products: Retinol, Face Masks,
Devices & Equipment

Digital: Hyaluronic Acid, New Products

Ad Close: 6.16.20

Ad Material Due: 6.22.20



september

+ Bonus Distribution: Face & Body,
San Jose; Nailpro Sacramento Show

Features:

- Continuing Education
- Antiaging Protocols

In Depth: Brightening Treatments

Products: Fall Makeup, Skin-
Firming Products

Digital: Toners, New Products

Ad Close: 7.16.20

Ad Material Due: 7.22.20



october

Features:

- Protocols for Skin Disorders
- Self-Care for Spa Pros

In Depth: Oncology Services, Hair
Removal

Products: New Launches, Face
Moisturizers

Digital: Holiday Gift Guide, New
Products

Ad Close: 8.14.20

Ad Material Due: 8.20.20



november

Features:

- Couples Protocols
- Treating Every Skin Tone

In Depth: Sensitive Skin

Products: Antioxidants, Face & Body
Oils, Devices & Equipment

Digital: Facial Mists, New Products

Ad Close: 9.16.20

Ad Material Due: 9.22.20



december

+ Bonus Distribution: American
Academy of Anti-Aging Medicine,
Las Vegas

Features:

- Words From the Wise: Top
Trends for 2021
- End of Year Bestsellers

In Depth: Add-Ons

Products: Neck & Décolleté,
Enzymes

Digital: Luxe Ingredients, New
Products

Ad Close: 10.16.20

Ad Material Due: 10.22.20

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