

## NAILS 2012 EDITORIAL CALENDAR

ISSUE	SPECIAL FEATURES	PRODUCT HIGHLIGHT	BONUS DISTRIBUTION	EDITORIAL DEADLINE	AD RESERVATION DEADLINE	AD MATERIAL DUE	MAIL OUT DATE
January 2012	All Reader-Written Issue	Salon Furniture		10/31/11	11/3/11	11/8/11	12/9/11
February		Electric Files	ISSE/Long Beach	11/22/11	11/30/11	12/5/11	1/6/12
March		Spring Polish Preview		12/27/11	12/30/11	1/5/12	2/6/12
April	"Green" Salons	Foot Care	America's Beauty Show/Chicago	1/23/12	1/26/12	1/31/12	3/2/12
May		Gels		2/28/12	3/6/12	3/9/12	4/6/12
June	Bridal Nails	Acrylics	Premiere Show/Orlando	3/28/12	4/3/12	4/6/12	5/7/12
Career Handbook	Advertorial			4/12/12	4/18/12	4/23/12	5/22/12
July		Hand Care	IBS Las Vegas	4/26/12	5/2/12	5/7/12	6/6/12
August	Readers' Choice Awards ballot	Nail Art	Cosmoprof North America	5/25/12	6/1/12	6/6/12	7/6/12
September		Fall Polish Preview		6/27/12	7/3/12	7/9/12	8/7/12
October	Breast Cancer Products	Implements/Tools		7/27/12	8/2/12	8/7/12	9/6/12
November	Holiday Retail Products	Sanitation Products		8/27/12	8/31/12	9/6/12	10/5/12
December	Readers' Choice Award winners	Pedicure Equipment		9/28/12	10/4/12	10/9/12	11/26/12
The Big Book	Advertorial			10/15/12	10/19/12	10/24/12	11/26/12
January 2013	All Reader-Written Issue			10/26/12	11/1/12	11/6/12	12/7/12

## NAILS 2012 RATES

AD SIZE	PAGES PER YEAR						CAREER HANDBOOK	NAILS BIG BOOK
	52X	39X	26X	13X	7X	4X		
Full page	\$3,060	\$3,240	\$3,600	\$4,140	\$4,595	\$4,962	\$2,700	\$3,060
2/3 page	\$2,295	\$2,430	\$2,700	\$3,105	\$3,446	\$3,722	\$2,200	\$2,295
1/2 page	\$1,836	\$1,944	\$2,160	\$2,484	\$2,757	\$2,977	\$1,800	\$1,836
1/3 page	\$1,224	\$1,296	\$1,440	\$1,656	\$1,838	\$1,985	\$1,200	\$1,224
1/4 page	\$887	\$940	\$1,044	\$1,201	\$1,333	\$1,439	\$800	\$887
Mall	-	-	\$650	\$725	\$880	\$880	-	-
Deal Sheet	-	-	\$1,200	\$1,600	\$1,800	\$1,800	-	-
Marketplace (9/pg)	-	-	\$245	\$298	\$395	\$395	\$295	\$395
Resources (4/pg)	-	-	-	-	-	-	\$495	\$695

**NAILS CAREER HANDBOOK PREMIUM PACKAGE**.....\$3,300  
Includes full-page 4/C ad, full-page advertorial, and Hot Products selection in print and in the digital edition

**NAILS BIG BOOK PREMIUM PACKAGE**.....\$4,200  
Includes full-page 4/C ad, full-page advertorial, highlighted logo listing in print and online directory, and Website Showcase ad

**WEB RATES**.....SEE ONLINE OPPORTUNITIES PAGES 10-13

### For information about advertising, contact:

**Mary Baughman - East Coast**  
(562) 377-0465  
mary.baughman@bobit.com

**Michelle Mullen - West/Canada**  
(310) 533-2465  
michelle.mullen@bobit.com

## GENERAL INSTRUCTIONS

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

### INVOICES, CREDIT & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in US dollars. Marketplace/ Classified advertising: payment is required in advance — VISA, MasterCard, and Amex accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

### POSITIONING REQUESTS

Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

### SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

### PUBLISHER'S LIABILITY

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements.

Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

### DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: [www.nailsmag.com](http://www.nailsmag.com). Click on the "Advertise" icon then "Ad Specifications." All ad materials and production questions can be addressed to:  
NAILS Magazine and Viet Salon  
Carla Benavidez - Production Manager  
3520 Challenger Street, Torrance, CA 90503  
PH: (310) 533-2456 • Fax: (310) 533-2501  
Email: [carla.benavidez@bobit.com](mailto:carla.benavidez@bobit.com)

### DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

Ad Portal (Send My Ad): PDF ONLY.  
Ad Portal cannot accept compressed files.

Photoshop files saved as PDF's are acceptable, but must be set to bleed size. When uploading, select the size for Photoshop PDF's.

New advertisers, click <https://bmb.sendmyad.com> and create an account. Existing advertisers, log-in and follow upload instructions.

If you are unable to use our ad portal system (Send My Ad), please contact Production Manager for further instructions.

### DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION):

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

### INSERTS AND OTHER SPECIAL MARKETING INNOVATIONS

Inserts, tip-in, ride-along, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote. Please consult with your Regional Sales Manager for a specific quotation on any of these services. If you have a unique marketing concept, please let us know—we would be happy to accommodate your special needs. Before ordering custom printing, advertisers should contact our Production Manager to determine quantity, size specs, mechanical requirements, and shipping instructions.

### MARKETPLACE/ CLASSIFIED ADVERTISING

Please contact your sales representative for more information. You can send us print-ready artwork or provide us a maximum of 30 words of copy and a 300 dpi photo, and we will do the layout for you at no charge.

### NEW PRODUCT RELEASE SUBMISSIONS FOR EDITORIAL

Advertisers may send new product releases for complimentary editorial publication to: [tim.crowley@bobit.com](mailto:tim.crowley@bobit.com) or via regular mail. Only 5" X 7" @ 300 dpi color photos or images are acceptable for proper production quality. We do not guarantee product release placement or editorial PR text will appear in an issue. Editor has sole right to choose materials for insertion.

## FOR INFORMATION ABOUT EDITORIAL SUBMISSIONS, CONTACT:

We welcome your editorial submissions. To make things easier for you, use this guide to our editors and their responsibilities. If you have any questions, contact editor Hannah Lee directly.

EDITOR	RESPONSIBILITIES
<b>Hannah Lee</b> Associate Publisher/Editor (310) 533-2552 <a href="mailto:hannah.lee@bobit.com">hannah.lee@bobit.com</a>	Features Letters to the Editor Salon Profile Blogs Industry News
<b>Sree Roy</b> Managing Editor (310) 533-2458 <a href="mailto:sree.roy@bobit.com">sree.roy@bobit.com</a>	Style section Nail art Show calendar Signature Services Online channels
<b>Judy Lessin</b> Beauty Editor (310) 533-2457 <a href="mailto:judy.lessin@bobit.com">judy.lessin@bobit.com</a>	Business section Health section Nails File Top 25 Competitors
<b>Tim Crowley</b> Senior Editor (310) 533-2491 <a href="mailto:tim.crowley@bobit.com">tim.crowley@bobit.com</a>	Technique section Product Spotlight Demos Videos
<b>Kim Pham</b> Associate Editor (310) 533-2485 <a href="mailto:kim.pham@bobit.com">kim.pham@bobit.com</a>	VietSALON

## AD CONFIGURATIONS & DIMENSIONS

**Trim Size:** 7 7/8" x 10 3/4" Live matter on bleed units must be kept 1/4" from all outside edges and gutter.

**Live Area:** 7" x 10"

Spread (bleed): 16 1/4" x 11"      1/2 Horizontal: 7" x 4 7/8"

Full Page (bleed): 8 1/8" x 11"      1/2 Vertical: 3 3/8" x 10"

Full Page: 7" x 10"      1/3 Square: 4 7/16" x 4 7/8"

2/3 Vertical: 4 9/16" x 10"      1/3 Vertical: 2 3/16" x 10"

1/2 Island: 4 9/16" x 7 1/2"      1/4 Vertical: 3 3/8" x 4 7/8"

Marketplace Ad: 2.196" x 3.1035"

Please leave .2" of space at the bottom for the reader service line.

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