

EDITORIAL CALENDAR & RATES

VietSALON offers top-notch editorial dedicated to improving our readers' business. We offer articles covering technique, health, style, and business with a focus on Vietnamese salons and nail technicians. We strive to meet the specific needs of this segment that makes up 40% of the overall nail market with case studies, step-by-steps, color and trend reports, new products, safety and sanitation information, and business-focused articles.



2012 editorial calendar

2012 Issue	Editorial Highlights	Bonus/Show Distribution	Editorial Deadline	Ad Reservation Deadline	Ad Material Deadline	Mail Out Date
January/February	Salon Furnishings Sanitation/Disinfection Products	ISSE Show (Long Beach, CA)	11/11/11	11/16/11	11/23/11	12/22/11
March/April	E-files Polish Preview	America's Beauty Show (Chicago)	1/16/12	1/19/12	1/30/12	2/24/12
Directory			2/20/12	2/23/12	3/5/12	4/24/12
May/June	Gels Foot Care	Premiere Show (Orlando) IBS Las Vegas	3/14/12	3/19/12	3/28/12	4/24/12
July/August	Hand Care Acrylics	Cosmoprof North America (Las Vegas)	5/15/12	5/18/12	5/29/12	6/25/12
September/October	Nail Art Polish Preview	Long Beach Int'l. Beauty Expo (Long Beach, CA)	7/16/12	7/19/12	7/30/12	8/24/12
November/December	Implements Pedicure Equipment	ISSE Midwest (Rosemont, IL)	9/13/12	9/18/12	9/27/12	10/24/12

Rates:

VietSALON	6X	3X	1X
Full page	\$1,712	\$1,806	\$2,195
2/3 page	\$1,284	\$1,358	\$1,646
1/2 page	\$1,027	\$1,086	\$1,317
1/3 page	\$685	\$724	\$878
1/4 page	\$565	\$597	\$724
Spotlight	\$500	\$575	\$650
Catalog	\$399	\$399	\$399

Premium positions (only with 6X commitment)

Back cover premium	40% more
Inside front cover premium	30%
Inside back cover premium	25%

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vietSALON

the magazine for Vietnamese salon professionals