



2018 EDITORIAL CALENDAR

ISSUE	PRODUCT CATEGORY	BONUS DISTRIBUTION	EDITORIAL DEADLINE	AD RESERVATION DEADLINE	AD MATERIAL DUE	MAIL OUT DATE
January '18	Dip Systems		10/28/17	11/1/17	11/7/17	12/7/17
February	Skin & Cuticle Care	ISSE-Long Beach	11/27/17	11/30/17	12/6/17	1/8/18
March	Spring Polish Preview Cleaning/Sanitation		12/28/17	1/4/18	1/10/18	2/8/18
April	Natural Nail Care/ Spa Care & Products		1/30/18	2/1/18	2/7/18	3/8/18
May	Pedicure Issue/foot care	America's Beauty Show-Chicago	2/27/18	3/6/18	3/12/18	4/9/18
June	Acrylics	Premiere Orlando	3/29/18	4/4/18	4/10/18	5/8/18
Career Handbook	Starter Kits		4/9/18	4/18/18	4/24/18	5/22/18
July	Add-Ons/Nail Art		4/27/18	5/3/18	5/9/18	6/7/18
August	Gels	Cosmoprof North America	5/30/18	6/4/18	6/8/18	7/9/18
September	Fall Polish Preview/Salon Equipment		6/27/18	7/3/18	7/10/18	8/7/18
October	E-Files		7/27/18	8/3/18	8/9/18	9/7/18
November	Holiday Gift Guide		8/28/18	9/4/18	9/10/18	10/8/18
December	Nail Repair/RCA Results		9/27/18	10/5/18	10/11/18	11/21/18
The Big Book			10/8/18	10/18/18	10/24/18	11/21/18
January '19			10/30/18	11/1/18	11/7/18	12/7/18

**All dates are subject to change.*