



2017 EDITORIAL CALENDAR

ISSUE	THEME	PRODUCT CATEGORY	BONUS DISTRIBUTION	EDITORIAL DEADLINE	AD RESERVATION DEADLINE	AD MATERIAL DUE	MAIL OUT DATE
January '17	Trends 2017			10/27/16	11/1/16	11/7/16	12/7/16
February	Valentine's Day	Skin & Cuticle Care	ISSE-Long Beach	11/23/16	11/30/16	12/6/16	1/6/17
March	Spring Cleaning & Colors	Spring Polish Preview Cleaning/Sanitation		12/27/16	1/4/17	1/10/17	2/8/17
April	The Natural Salon	Natural Nail Care	America's Beauty Show-Chicago	1/24/17	1/31/17	2/6/17	3/7/17
May	Mother's Day	Nail Art Supplies		2/27/17	3/6/17	3/10/17	4/7/17
June	Brides & Bros	Acrylics Male-friendly Products	Premiere Orlando	3/28/17	4/4/17	4/10/17	5/8/17
Career Handbook	Custom Content Special Section	Starter Kits		4/11/17	4/18/17	4/24/17	5/22/17
July	Pedicure Issue	Foot Care		4/27/17	5/3/17	5/9/17	6/7/17
August	Summer Looks	Gels/E-files	Cosmoprof North America	5/25/17	6/2/17	6/8/17	7/7/17
September	Back to School Issue	Fall Polish Preview		6/27/17	7/5/17	7/11/17	8/8/17
October	Indulgent Luxury Fall Services	Spa Care & Products		7/27/17	8/3/17	8/9/17	9/7/17
November	Make More Money	Holiday Gift Guide		8/28/17	9/1/17	9/8/17	10/6/17
December	Holiday Nails Readers Choice Awards	Top and Base Coats		9/27/17	10/4/17	10/10/17	11/21/17
The Big Book	Special Custom Content Section			10/11/17	10/18/17	10/24/17	11/21/17
January '18	Trends 2018			10/26/17	11/1/17	11/7/17	12/7/17

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*All dates are subject to change.