

2016 EDITORIAL CALENDAR AND RATES

VietSALON offers top-notch editorial dedicated to improving our readers' businesses. We offer articles covering technique, health, style, and business with a focus on the unique needs of Vietnamese salons and nail technicians. We provide with case studies, step-by-steps, color and trend reports, new products, safety and sanitation information, and business-focused articles.

ISSUE	EDITORIAL HIGHLIGHTS	BONUS/SHOW DISTRIBUTION	EDITORIAL DEADLINE	AD RESERVATION DEADLINE	AD MATERIAL DUE	MAIL OUT DATE
January/ February	Salon Furnishings, Sanitation/ Disinfection Products	ISSE Show Long Beach TET Festival	10/22/15	11/10/15	11/19/15	12/18/15
March/ April	E-files, Polish Preview	America's Beauty Show Chicago	12/18/15	1/12/16	1/22/16	2/19/16
May/June	Gels, Foot Care	Premiere Show Orlando	2/24/16	3/14/16	3/23/16	4/20/16
July/August	Hand Care, Acrylics	Cosmoprof North America Las Vegas	4/25/16	5/12/16	5/23/16	6/20/16
September/ October	Nail Art, Polish Preview		6/24/16	7/14/16	7/25/16	8/19/16
Industry Directory & Career Handbook	Career Opportunities and Key Resources	TBD	8/8/16	8/15/16	8/24/16	10/21/16
November/ December	Implements, Pedicure Equipment		8/26/16	9/15/16	9/26/16	10/21/16

AD SIZES & RATES	7X	4X	1X
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1/3 Page	\$726	\$767	\$930
1/4 Page	\$598	\$632	\$767
Spotlight	\$530	\$609	\$689
Catalog	\$430	\$430	\$430

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