

2018 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	Dip Systems, Base and Top Coats	ISSE Show Long Beach	10/25/17	11/13/17	11/22/17	1/22/18
Bonus Issue	New Year's Special Issue	ISSE Show Long Beach	11/21/17	12/12/17	12/21/17	1/22/18
March/April	Polish Preview, Skin and Cuticle Care	America's Beauty Show Chicago	12/22/17	1/16/18	1/25/18	3/1/18
May/June	Foot Care, Spa Care and Cuticle Care	Premiere Show Orlando	2/27/18	3/16/18	3/27/18	5/1/18
July/August	Add-On Services, Acrylics, Nail Art	Cosmoprof North America Las Vegas	4/27/17	5/16/18	5/25/18	7/2/18
September/October	Fall Polish Preview, Gels, Holiday Retail		6/28/18	7/18/18	7/27/18	9/4/18
November/December	E-Files, Starter Kits		8/28/18	9/17/18	9/26/18	11/1/18

AD SIZES & RATES	7X	4X	1X
Full Page	\$1,814	\$1,914	\$2,326
2/3 Page	\$1,361	\$1,439	\$1,744
1/2 Page	\$1,088	\$1,151	\$1,396
1/3 Page	\$726	\$767	\$930
1/4 Page	\$598	\$632	\$767
Spotlight	\$530	\$609	\$689
Catalog	\$430	\$430	\$430

PREMIUM POSITION RATES

(only with 7X commitment)

Back cover	+40%
Inside front cover	+30%
Inside back cover	+25%

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*All dates are subject to change.