

## JANUARY

Press releases due: 10/12/11

**Ad close: 11/9/11**

**Ad materials due: 11/15/11**

Hairbrushes & Combs

Facial-Grooming Tools

Bonus Distribution: 2012 Beauty Expo USA

## FEBRUARY

Press releases due: 11/4/11

**Ad close: 12/7/11**

**Ad materials due: 12/13/11**

Hair Care

Cosmetics

Bonus Distribution: 2012 Western Buying Conference

## MARCH

Press releases due: 12/9/11

**Ad close: 1/12/12**

**Ad materials due: 1/18/12**

Spring/Summer Nail Polishes

Travel Products

## APRIL

Press releases due: 1/10/12

**Ad close: 2/9/12**

**Ad materials due: 2/15/12**

Men's Grooming Products

Hair Clippers & Trimmers

Bonus Distribution: The 2012 NEBRA Show

## MAY

Press releases due: 2/10/12

**Ad close: 3/9/12**

**Ad materials due: 3/15/12**

Haircolor Accessories

Natural Beauty Products

## JUNE

Press releases due: 3/9/12

**Ad close: 4/9/12**

**Ad materials due: 4/13/12**

Blow Dryers

Kids & Tween Products

## JULY

Press releases due: 4/11/12

**Ad close: 5/9/12**

**Ad materials due: 5/15/12**

Cosmoprof North America 2012 Preview Issue

Cause Products

Nail Art

## AUGUST

Press releases due: 5/11/12

**Ad close: 6/11/12**

**Ad materials due: 6/15/12**

Cosmoprof North America 2012 Issue

Styling Irons

Hairstyling Products

Bonus Distribution: Cosmoprof North America 2012

## SEPTEMBER

Press releases due: 6/8/12

**Ad close: 7/9/12**

**Ad materials due: 7/13/12**

Fall/Winter Nail Polishes

Foot Care

## OCTOBER

Press releases due: 7/10/12

**Ad close: 8/9/12**

**Ad materials due: 8/15/12**

Antiaging Products

Cosmetic Accessories

## NOVEMBER

Press releases due: 8/10/12

**Ad close: 9/10/12**

**Ad materials due: 9/14/12**

Wigs, Hair Extensions & Clip-Ins

Nail Care

## DECEMBER

Press releases due: 9/7/12

**Ad close: 10/9/12**

**Ad materials due: 10/15/12**

Best Sellers of 2012

### A Creative Age Publication

7628 Densmore Ave., Van Nuys, CA 91406-2042

818.782.7328 • 800.442.5667 • fax 818.782.7450 • [beautystorebusiness.com](http://beautystorebusiness.com)

**For More Information:** Jerry Lovell, Associate Publisher/Advertising Director  
800.442.5667, ext. 509 • [JLovell@creativeage.com](mailto:JLovell@creativeage.com)

*Please note: Editorial calendar topics and dates are subject to change. Use this as a general guideline, but check with the associate publisher/ad director for what's scheduled in each issue.*