

2008 Editorial Calendar

In addition to the product-oriented features listed below, each issue of *Beauty Store Business* offers readers valuable information about new and existing open-line, multicultural and salon-exclusive products, and retailing strategies, as well as manufacturers, manufacturers reps, distributors, salon stores and OTCs. Contact your account executive for what's scheduled in each issue.

JANUARY Ad close: 11/9/07

Ad materials due: 11/15/07

Press releases due: 10/10/07

Flat Irons

Plus: Haircolor Accessories; Hair Treatments

FEBRUARY Ad close: 12/10/07

Ad materials due: 12/14/07

Press releases due: 11/6/07

General & Multicultural Hair Color For Her

Plus: Nail Implements; Store Software

Bonus Distribution: Western Buying Conference, Beauty Expo USA

MARCH Ad close: 1/10/08

Ad materials due: 1/16/08

Press releases due: 12/5/07

Clippers, Trimmers & Blades

Plus: Curling Irons; Body Care

APRIL Ad close: 2/11/08

Ad materials due: 2/15/08

Press releases due: 1/10/08

Green Products

Plus: BSB's 10th Anniversary at Creative Age Issue;

Travel Products; Add-On Hair & Extensions

Bonus Distribution: The NEBRA Show

MAY Ad close: 3/7/08

Ad materials due: 3/13/08

Press releases due: 2/6/08

The Men's Issue

Including: General & Multicultural Hair Color For Him; Men's Skin Care;

The Shaved Head Look; Other Men's Products

JUNE Ad close: 4/9/08

Ad materials due: 4/15/08

Press releases due: 3/10/08

Cosmetics

Plus: Wigs; Portable Dryers; Nail Polish

JULY Ad close: 5/9/08

Ad materials due: 5/15/08

Press releases due: 4/9/08

Shampoos & Conditioners

Plus: Sundries; Nail Treatments; Multiuse Appliances

Bonus Editorial: Cosmoprof North America Preview

AUGUST Ad close: 6/9/08

Ad materials due: 6/13/08

Press releases due: 5/7/08

Breast Cancer Fund-Raising Products

Plus: Holiday Gift Products; Nail & Spa Appliances; Hair Accessories

Bonus Distribution: Cosmoprof North America

SEPTEMBER Ad close: 7/9/08

Ad materials due: 7/15/08

Press releases due: 6/6/08

Hairbrushes

Plus: Razor Bump Products; Nail Files

Bonus Editorial: Coverage of Cosmoprof North America

OCTOBER Ad close: 8/11/08

Ad materials due: 8/15/08

Press releases due: 7/10/08

All About Eyes

Plus: Blow Dryers; Spa Products

NOVEMBER Ad close: 9/10/08

Ad materials due: 9/16/08

Press releases due: 8/8/08

Multicultural Hair Care

Plus: Multicultural Appliances; Shears & Razors

DECEMBER Ad close: 10/9/08

Ad materials due: 10/15/08

Press releases due: 9/9/08

2009 Predictions

Plus: The Annual BSB Store Survey; Salon Apparel; Hairsetters

Please note: Editorial planned may change. Use this calendar as a general guideline, but check with your account executive for what's scheduled in each issue.

DATES SUBJECT TO CHANGE

Beauty Store
BUSINESS

A Creative Age Publication

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