

BEAUTY STORE BUSINESS **2018** magazine

EDITORIAL CALENDAR



january

Ad Closing: 11-9-17

Ad Copy Due: 11-15-17

SHAMPOOS AND
CONDITIONERS
BLOW DRYERS

FOCUS ON: Self-Tanning/
Bronzers/SPF Products

SHOW DISTRIBUTION:

ISSE, Long Beach;
Beauty Expo USA



february

Ad Closing: 12-4-17

Ad Copy Due: 12-8-17

DRY SHAMPOOS
TRAVEL/STORAGE/VANITY
PRODUCTS

FOCUS ON: Hair Brushes

SHOW DISTRIBUTION:

Western Buying Conference



march

Ad Closing: 1-9-18

Ad Copy Due: 1-16-18

PRODUCTS FOR
STRAIGHTENING HAIR
WIGS AND EXTENSIONS

FOCUS ON: Contour Kits and
Foundations

SHOW DISTRIBUTION:

IBS New York



april

Ad Closing: 2-9-18

Ad Copy Due: 2-16-18

PRODUCTS FOR MEN
PRODUCT PROMOTIONS
FOR CAUSES/CHARITIES

FOCUS ON: Gray Hair Care
and Cover

SHOW DISTRIBUTION:

Eastern Buying Conference



may

Ad Closing: 3-9-18

Ad Copy Due: 3-15-18

PRODUCTS FOR
DETANGLING HAIR
PRODUCTS FOR THE FACE

FOCUS ON: Hair Accessories

SHOW DISTRIBUTION:

ABS, Chicago;
The Makeup Show, NYC



june

Ad Closing: 4-6-18

Ad Copy Due: 4-13-18

PRODUCTS FOR
CURLING HAIR
MAKEUP AND
ACCESSORIES

FOCUS ON: Products for
Hair Removal

SHOW DISTRIBUTION:

Premiere Orlando;
IBS, Las Vegas



july

Ad Closing: 5-9-18

Ad Copy Due: 5-15-18

NATURAL PRODUCTS
HAIR COLOR AND
ACCESSORIES

FOCUS ON: Lice Treatment
and Prevention

(Pre-Show Issue for Cosmoprof
North America)



august

Ad Closing: 6-8-18

Ad Copy Due: 6-14-18

RETAIL PRODUCT DISPLAYS
PRODUCTS FOR THE EYES

FOCUS ON: Products for Kids/
Twins

SHOW DISTRIBUTION:

Cosmoprof North America



september

Ad Closing: 7-9-18

Ad Copy Due: 7-13-18

ANNUAL HOLIDAY
PRODUCTS GIFT GUIDE
HAIR STYLING AIDS AND
APPLIANCES

FOCUS ON: Nail Polish/Art/
Tools

SHOW DISTRIBUTION:

The Makeup Show, Orlando



october

Ad Closing: 8-9-18

Ad Copy Due: 8-15-18

PRODUCTS DISCOVERED
AT COSMOPROF NORTH
AMERICA
WIGS AND EXTENSIONS

FOCUS ON: Shaving Products

SHOW DISTRIBUTION:

The Makeup Show, Chicago



november

Ad Closing: 9-7-18

Ad Copy Due: 9-13-18

PRODUCTS FOR TEXTURED
HAIR
PRODUCTS FOR HANDS
AND FEET

FOCUS ON: Clippers and
Trimmers



december

Ad Closing: 10-9-18

Ad Copy Due: 10-15-18

ANNUAL BEST-SELLERS
ISSUE

Please Note: Editorial projections are subject to change on the basis of availability and new developments. Use this listing as a general guideline, but check with your advertising representative for updated monthly listings.