

2009

NAILPRO

Editorial Calendar

January

PR Due: 9-15-08

Ad Close: 11-13-08

Ad Material Due: 11-18-08

Winter Warmer: A guide to keeping your clients' skin soft and full of moisture during the dry winter months.

Tip Off: A selection of the best in nail tips. Learn about which ones are best for which type of nail and design.

February

PR Due: 10-15-08

Ad Close: 12-15-08

Ad Material Due: 12-18-08

Salon Style: Find out what's new in salon furniture and what you need to update your salon from drab to fab.

Get Down to the Nitty-Gritty: Shape your natural nails and enhancements to perfection with these electric files, hand files and buffers.

March

PR Due: 11-14-08

Ad Close: 1-15-09

Ad Material Due: 1-20-09

Masked Madness: Explore the ingredients in hand and foot masks and learn how they can enhance your service menu.

Slip Into Spring: Showcases the spring trends in fashion and polish collections.

April

PR Due: 12-15-08

Ad Close: 2-13-09

Ad Material Due: 2-18-09

Here Comes the Bride: A look at the current trends in bridal nail designs, colors and styles.

Take a Dip: A classic technique—glue and powder nails—makes a comeback. Learn about tricks and techniques.

May

PR Due: 1-15-09

Ad Close: 3-18-09

Ad Material Due: 3-23-09

Best Foot Forward: Get ready for pedicure season! Discover the newest innovations in pedicure products and services.

You're a Natural: Nails don't have to be long and enhanced to be beautiful; natural nail clients are big salon-goers too. Give them the most with these natural nail services.

June

PR Due: 2-16-09

Ad Close: 4-13-09

Ad Material Due: 4-16-09

Haute Summer: A peek inside the industry to find the hot summer nail polish collections.

Museum-Quality Nails: Highlights nail art styles, how-tos and products, including color acrylic, gel, paints, decals and accessories.

July

PR Due: 3-16-09

Ad Close: 5-13-09

Ad Material Due: 5-18-09

Sun Savers: Care for skin and nails in the hot summer sun with products and services to protect them from harsh rays.

Actually, It's Acrylic: Acrylic technology has come so far, creating natural-looking nails. Discover the ins and outs of new product development for acrylic enhancements.

August

PR Due: 4-15-09

Ad Close: 6-15-09

Ad Material Due: 6-18-09

Implement This: Offers a selection of the most important manicure and pedicure implements on the market and how they should be used properly.

Queen for a Day: Pedicure thrones v. pedicure basins; what are the benefits of each and which should you choose for your salon.

September

PR Due: 5-15-09

Ad Close: 7-13-09

Ad Material Due: 7-16-09

Fall Color Story: Debuts what's in store in the fashion world and combines it with fall polish collections.

Spa Manicures: Take manicures from ordinary to extraordinary with these products and services for a spa manicure.

October

PR Due: 6-15-09

Ad Close: 8-13-09

Ad Material Due: 8-18-09

Easy as UV: Provides an overview of gel enhancement systems, lamps, techniques and accessories.

What's a Cuticle?: Examines the parts of the nail, defining the cuticle, and offers products that can keep cuticles healthy.

November

PR Due: 7-15-09

Ad Close: 9-14-09

Ad Material Due: 9-17-09

Holiday Preview: Unwrap what's new in holiday-themed products and client giveaways.

Higher Degrees: A rundown of the best in educational books, videos and website resources for continuing education.

December

PR Due: 8-14-09

Ad Close: 10-13-09

Ad Material Due: 10-16-09

Editor's Picks: Tests new products from 2009 and showcases Nailpro editors' top choices.

Coming Up: Explores the concepts behind the products that top nailcare manufacturers will release in 2010

2009 Essentials

Products Due: 3-16-09

Ad Close: 4-15-09

Ad Material Due: 5-1-09

Nailpro's comprehensive annual directory guides readers to products and services in the nail industry.

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.

A CREATIVE AGE PUBLICATION

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7628 Densmore Ave., Van Nuys, CA 91406-2042 • 818.782.7328 • 800.442.5667 • Fax: 818.782.7450

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