

2010

NAILPRO

Editorial Calendar

January

Ad Close: 11-13-09

PR Due: 10-15-09

Ad Material Due: 11-19-09

Primetime: A discussion about the different kinds of primers and bonders, how they work and when you need to use them.

Practically Permanent Polish: Adopt the latest service craze: soak-off gel polish. Discover new products and techniques, and learn how to market it to your clients.

February

Ad Close: 12-14-09

PR Due: 11-16-09

Ad Material Due: 12-18-09

It's a Wrap: Offer clients a different enhancement with nail wraps. Learn tips and techniques for creating beautiful silk, linen or fiberglass wraps.

Spa Parties: This how-to guide will teach you how to create salon events that will boost business and help you gain new clients.

March

Ad Close: 1-13-10

PR Due: 12-15-09

Ad Material Due: 1-19-10

Spring Color Story: A showcase of the spring trends in fashion and polish collections.

You Ought To Be in Pictures: Learn how to build your portfolio and create a beautiful and professional sales piece.

April

Ad Close: 2-12-10

PR Due: 1-15-10

Ad Material Due: 2-18-10

RELAX-ology: Massage often makes the service for clients. Learn the top 10 techniques that make clients melt and the products that will help you.

Tech for Hire: Gain important insight for finding good talent for your staff and keeping them!

May

Ad Close: 3-12-10

PR Due: 2-15-10

Ad Material Due: 3-18-10

Pedicures with a Twist: Get pedi-ready with new products and services with a summery citrus twist!

Website Wannabe: Everyone has moved online, have you? Learn exactly how to create your own website and blog to promote your business and services.

June

Ad Close: 4-13-10

PR Due: 3-15-10

Ad Material Due: 4-19-10

Sizzling Summer Colors: Get a sneak peak at the hottest summer nail polish collections.

Feng Shui Your Salon: Use the Chinese principles of Feng Shui to decorate your salon and encourage positive chi.

July

Ad Close: 5-13-10

PR Due: 4-15-10

Ad Material Due: 5-19-10

Soak It In: Part of the thrill of a pedicure service is the soaking of feet. Check out the latest and greatest in pedicure thrones and tubs.

It's a Wash: Learn the importance of hand-washing in the salon—for both the tech and client alike—to keep germs at bay.

August

Ad Close: 6-11-10

PR Due: 5-14-10

Ad Material Due: 6-17-10

The History of Acrylics: Acrylics are commonplace today, but where did they come from? We'll take you on a trip in the acrylic time machine.

Secret Salon Shopper: Make sure you're providing the best in customer service by having a secret salon shopper experience your services. See what she uncovers!

September

Ad Close: 7-13-10

PR Due: 6-15-10

Ad Material Due: 7-19-10

Fall Color Story: Check out the top looks in the fashion world and combine them with the fall polish collections.

Launching Your Own Line: Interested in starting your own product line, but unsure where to start? PR professionals will give you some very important tips.

October

Ad Close: 8-13-10

PR Due: 7-15-10

Ad Material Due: 8-19-10

Cosmoprof Wrap-Up: Learn about all of the new and exciting products that are unveiled at one of the most exclusive trade shows in the country.

Salon Personellity: Our expert nail tech/salon owner offers advice to both employers and employees on how to achieve a harmonious work environment.

November

Ad Close: 9-13-10

PR Due: 8-16-10

Ad Material Due: 9-17-10

Swiss-Army Implements: Multi-use tools are all the rage: one tool, fives uses! Check out the latest and greatest on the market.

Salon Apprentice: Whether you're just starting out in the industry or looking to take a new tech under your wing, learn the benefits of a salon apprentice.

December

Ad Close: 10-13-10

PR Due: 9-15-10

Ad Material Due: 10-19-10

Editor's Picks: *Nailpro* editors test out and talk about their favorite products from 2010.

All That Glitters Is Gold: Nothing says New Year's Eve like glitter; learn how to incorporate this dazzling art form into every nail design.

2010 Essentials

Products & Completed Copy Form Due: 8-2-10

Ad Close: 8-26-10

Ad Material Due: 9-1-10

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.