NAILPRO 2018
EDITORIAL CALENDAR

January
+ PR Due: 10-16-17
STANDARD/HARD GELS
INTENSIVE MOISTURIZING TREATMENTS
Ad Close: 11-14-17
Ad Materials Due: 11-20-17

February
+ PR Due: 11-15-17
+ Bonus Distribution: ISSE, Long Beach
ROSE COLORED/SCENTED PRODUCTS
BRUSHES: FROM ART TO ENHANCMENTS
Ad Close: 12-14-17
Ad Materials Due: 12-20-17

March
+ PR Due: 12-15-17
+ Bonus Distribution: IBS New York
SPRING LACQUER COLOR STORY
TREND ALERT: TUBE GELS
Ad Close: 1-12-18
Ad Materials Due: 1-18-18

April
+ PR Due: 1-15-18
+ Bonus Distribution: America’s Beauty Show, Orlando;
NAILPRO PASADENA
HOLOGRAPHIC PRODUCTS
E-FILES
Ad Close: 2-13-18
Ad Materials Due: 2-19-18

May
+ PR Due: 2-15-18
+ Bonus Distribution: America’s Beauty Show, Chicago
PRODUCTS FOR PEDICURES
BRIDAL NAIL ART
Ad Close: 3-13-18
Ad Materials Due: 3-19-18

June
+ PR Due: 3-15-18
+ Bonus Distribution: Premiere Orlando
SUMMER POLISH COLOR COLLECTIONS
PEDICURE TUBS & THRONES
Ad Close: 4-13-18
Ad Materials Due: 4-19-18

July
+ PR Due: 4-16-18
+ Bonus Distribution: Bonus Distribution: Int’l Est./Cosm./Spa Conf. (IECSC), Las Vegas; IBS Las Vegas Hair & Nail; Pre-Cosmoprof North America
ACRYLICS
GEL POLISHES
Ad Close: 5-11-18
Ad Materials Due: 5-17-18

August
+ PR Due: 5-15-18
+ Bonus Distribution: Cosmoprof, Las Vegas
NAIL TREATMENTS
BUILDING LASH SERVICES
Ad Close: 6-13-18
Ad Materials Due: 6-19-18

September
+ PR Due: 6-15-18
FALL’S BEST LACQUER & GEL POLISHES
FILES & IMPLEMENTS
Ad Close: 7-13-18
Ad Materials Due: 7-19-18

October
+ PR Due: 7-16-18
+ Bonus Distribution: NAILPRO SACRAMENTO
GLOW-IN-THE-DARK NAIL ART
COSMOPROF NEW & NOTABLE
Ad Close: 8-13-18
Ad Materials Due: 8-17-18

November
+ PR Due: 8-15-18
METALLICS
HOLIDAY SERVICES
Ad Close: 9-13-18
Ad Materials Due: 9-19-18

December
+ PR Due: 9-14-18
GLITTER
MASSAGE LOTIONS/OILS
Ad Close: 10-12-18
Ad Materials Due: 10-18-18

2018 GOLDBOOK/ESSENTIALS
The must-have supplement is back with NAILPRO’s own Readers’ Choice Awards (Goldbook) and comprehensive industry surveys (Essentials)!
Ad Close: 9-28-18
Ad Material Due: 10-14-18

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.

CONTACT: Suzanne Craven, Associate Publisher, scraven@creativeage.com
Phone: 800.442.5667x215

Creative Age Communications, Inc.
7628 Densmore Ave., Van Nuys, CA 91406-2042
Phone: 818.782.7328, Fax: 818.782.7450
nailpro.com