

NAILPRO 2019

EDITORIAL CALENDAR



january

+ PR Due: 10-15-18

NEW YEAR, NEW YOU

- Face/Sheet Masks
- Primer, Bonder & Nail Prep
- Sanitize: Keep Your Salon Clean + Product Selection

Digital: Instagram Takeover - Safe Salons in Your Neighborhood

Ad Close: 11-14-18

Ad Materials Due: 11-19-18



february

+ PR Due: 11-15-18

Bonus Distribution ISSE, Long Beach

THE NATURAL ISSUE

- Natural/Organic Hand & Nail Products
- Ingredient Spotlight: Keratin
- Products for Natural Nails

Digital: Video - How to Fake Natural Nails

Ad Close: 12-14-18

Ad Materials Due: 12-19-18



march

+ PR Due: 12-14-18

Bonus Distribution IBS, New York

THE INFLUENCER ISSUE

- Spring Lacquer & Gel Polish Color Story
- A to Z Guide to Nail Tools & Techniques

Digital: Facebook Live - Spring Color Collections + Giveaway

Ad Close: 1-11-19

Ad Materials Due: 1-17-19



april

+ PR Due: 1-16-19

Bonus Distribution America's Beauty Show, Chicago

SPRING FLING ISSUE

- Festival Nail Art with Gel Paint
- Gel Polish
- Hard Gels

Digital: Step-by-Step Festival, Prom & Wedding Nail Art

Ad Close: 2-13-19

Ad Materials Due: 2-19-19



may

+ PR Due: 2-15-19

Bonus Distribution NP Pasadena, CA

THE PEDICURE ISSUE

- Pedicure Packs
- Waterless Pedicures How-To + Product Toolbox
- Spa Pedicure Products

Digital: Social Video - Weekly Toe Tips

Ad Close: 3-13-19

Ad Materials Due: 3-19-19



june

+ PR Due: 3-15-19

Bonus Distribution Premiere Orlando Show, FL

THE SUMMER ISSUE

- Summer Polish Color Collections
- Exfoliating Products
- Sun Protection for Hands, Feet & Nails

Digital: Facebook Live - Color Collections + Giveaways

Ad Close: 4-12-19

Ad Materials Due: 4-18-19



july

+ PR Due: 4-15-19

Bonus Distribution IECSC, Las Vegas IBS Las Vegas

THE GETAWAY GUIDE

- Dip Products & Services
- Multi-Tasking Tools & Implements
- Working with Nail Glue

Digital: InstaStory - How to Create Lasting Manicures

Ad Close: 5-8-19

Ad Materials Due: 5-14-19



august

+ PR Due: 5-15-19

Bonus Distribution Cosmoprof NA, Las Vegas

THE WORK & MONEY ISSUE

- Neon Nail Color
- Acrylic
- Best-Selling Retail Products

Digital: Podcast - Work & Money Tips + Social Posts

Ad Close: 6-13-19

Ad Materials Due: 6-19-19



september

+ PR Due: 6-14-19

THE FALL FASHION ISSUE

- The Best of Fall's Lacquer, Gel Polish & Dip
- Trends from New York Fashion Week

Digital: Facebook Live - Fall Collections + Giveaway

Ad Close: 7-12-19

Ad Materials Due: 7-18-19



october

+ PR Due: 7-15-19

Bonus Distribution Nailpro Sacramento, CA

POWER WOMEN

- Breast Cancer Awareness Products
- Waxing
- The Best Reds and How to Wear Them

Digital: Ask Me Anything featuring Top Women in Nail Industry

Ad Close: 8-13-19

Ad Materials Due: 8-19-19



november

+ PR Due: 8-15-19

THE LUXURY ISSUE

- Crystals & Gems
- Files & Bits
- Spa Manicures

Digital: Facebook Live - Luxe Spa Manicures

Ad Close: 9-13-19

Ad Materials Due: 9-19-19



december

+ PR Due: 9-16-19

BLING IN THE NEW YEAR

- Products to Secure Embellishments
- Glitter, Metallic and Stones
- Holiday/Winter Color Collections

Digital: Facebook Live - Holiday Nail Art + Giveaway

Ad Close: 10-11-19

Ad Materials Due: 10-17-19



GOLDBOOK: Stay tuned for exciting new options in 2020!

NAILPRO

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

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