

2007 Editorial Calendar

January

Ad Close: 11-21-06

PR/Events Due: 10-21-06

Ad Material Due: 11-28-06

Embracing the Change—A look at products and services geared toward menopausal skin.

Aging Comes of Age—Changing ideas about aging gracefully, rather than not at all.

Making Waves—The use of radio and ultrasound waves in skin care.

February

Ad Close: 12-21-06

PR/Events Due: 11-21-06

Ad Material Due: 1-2-07

Water Works—An in-depth look at the role of water in skin care.

Room for Two—Experts offer design and logistics tips for couples spaces in spas.

Trappings of Luxury—A review of the use of luxury-themed ingredients, such as caviar, champagne and roses, in skin care.

March

Ad Close: 1-23-07

PR/Events Due: 12-21-06

Ad Material Due: 1-29-07

Environmental Control—The latest technology to neutralize the effects of pollution and environmental damage.

Spring Style—A look at the couture, hair, makeup and nail fashions swirling down the spring runways.

Marketing Scents—Marketing a spa brand through aromatherapy.

April

Ad Close: 2-21-07

PR/Events Due: 1-21-07

Ad Material Due: 2-27-07

Power Plants—A rundown of the latest botanicals and plant proteins.

Strategic Sampling—Using product sampling to bring in new clients.

Light Combos—Experts weigh in on the effectiveness of combining LED with other therapies.

May

Ad Close: 3-21-07

PR/Events Due: 2-21-07

Ad Material Due: 3-27-07

Added Protection—A look at new sunscreen technologies.

8 Cultural Treats—Discover some of the newest spa services with a cultural twist.

Best Face Forward—A facial machine buyer's guide for spa owners.

June

Ad Close: 4-23-07

PR/Events Due: 3-21-07

Ad Material Due: 4-27-07

Impeccable Pedicures—Discover the new technology making pedicure thrones more sanitary than ever.

Special Delivery—Experts discuss advances in delivery systems that make skin care more effective.

Quenching the Fire—A look at the products and techniques to deal with sunburned skin.

July

Ad Close: 5-23-07

PR/Events Due: 4-21-07

Ad Material Due: 5-29-07

Cultural Care—An in-depth look at the use of Chinese medicine in skincare systems.

Massage Spaces—Massage room design, from basic to over the top.

All About Eyes—An overview of products and services designed to make eyes beautiful.

August

Ad Close: 6-21-07

PR/Events Due: 5-21-07

Ad Material Due: 6-27-07

Implementing Success—A review of the latest skincare and nail implements.

Scalp Soothers—Tips and techniques for offering scalp treatment services in a day spa setting.

All About Lips—An overview of products and services designed to make lips beautiful.

September

Ad Close: 7-23-07

PR/Events Due: 6-21-07

Ad Material Due: 7-27-07

Fall Into Fashion—View the couture, hair, makeup and nail styles that the fashionistas will clamor for this fall.

Tea and Comfort—Discover the latest uses of tea in skincare products.

All About Necks—An overview of products and services designed to make this area beautiful.

October

Ad Close: 8-21-07

PR/Events Due: 7-21-07

Ad Material Due: 8-27-07

Preventive Care—Marketing skin care to Generation Y to aid in preventing damage.

Nurturing Nails—A look at the newest ingredients for maintaining the health of the natural nail plate.

What to Wear?—Discover the latest styles in spa employee uniforms.

November

Ad Close: 9-21-07

PR/Events Due: 8-21-07

Ad Material Due: 9-27-07

Specific or General?—Experts weigh in on products that do it all and products that are targeted in function.

Overnight Success—A look at the concept and marketing of overnight products.

Redesign!—Designers reinterpret a spa's reception area.

December

Ad Close: 10-22-07

PR/Events Due: 9-21-07

Ad Material Due: 10-26-07

Editor's Choice—Our editors pick their choices for the best new products, spa services, facilities and programs of 2007.

Maintaining Results—Discover how selling complementary homecare products can help maintain spa results.

Permanent Color—The ins and outs of introducing permanent makeup to spa clients.

Please note: Editorial sections close three weeks before ad close. 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.

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