

2008 EDITORIAL CALENDAR

JANUARY

Ad Close: 11-20-07

PR/Events Due: 10-10-07 Ad Material Due: 11-28-07

Winter of Content — A look at the products and services geared toward repairing winter skin problems.

Current Events — What's new with microcurrent technology.

All About Towels — Everything you need to know about fabric, color, size, quality, quantity and laundering.

FEBRUARY

Ad Close: 12-18-07

PR/Events Due: 11-10-07 Ad Material Due: 12-27-07

Digesting Enzymes — Hot new enzyme skincare treatments.

Smoothing the Way — An in-depth look at massage oils.

Class of Their Own — An overview of top waxing instructional videos.

MARCH

Ad Close: 1-21-08

PR/Events Due: 12-10-07 Ad Material Due: 1-25-08

High-Tech Treatments — The benefits and drawbacks of the newest skincare ingredients, such as human growth hormone.

Skimming the Surface — A review of the latest microdermabrasion product equipment.

Spring Forward Styles — A look at the couture, hair, makeup and nail trends direct from the spring runways.

APRIL

Ad Close: 2-19-08

PR/Events Due: 1-10-08 Ad Material Due: 2-25-08

Artificial Intelligence — A rundown of the latest nail enhancement techniques.

Seeing the Light — A look at intense pulsed light treatments in day spas.

Sensitivity Training — Experts discuss advances in hypersensitive skincare treatments.

MAY

Ad Close: 3-19-08

PR/Events Due: 2-10-08 Ad Material Due: 3-25-08

A Few Good Treatments for Men — All about men's skincare treatments.

Waxing Poetic — Comforting waxing techniques.

Dark Desires — A look at spray-on tanning equipment.

JUNE

Ad Close: 4-21-08

PR/Events Due: 3-10-08 Ad Material Due: 4-25-08

Facing Rosacea — Treatments for controlling rosacea in a day spa setting.

Sitting Pretty — An overview of facial chair options.

Taking the Wrap — Discover the latest detoxifying body wrap treatments.

JULY

Ad Close: 5-19-08

PR/Events Due: 4-10-08 Ad Material Due: 5-24-08

Cover Story — Update on robes and slippers.

Natural Selection — A rundown of the latest organic skin care products.

The Most in Massage Services — An exclusive survey on the most expensive, exotic and intense massage treatments.

AUGUST

Ad Close: 6-19-08

PR/Events Due: 5-10-08 Ad Material Due: 6-25-08

Deep Impact — Deep-cleansing masks.

Soft Touch — Update on spa software products.

Here Comes The Sun — A look at the latest sunscreens.

SEPTEMBER

Ad Close: 7-21-08

PR/Events Due: 6-10-08 Ad Material Due: 7-25-08

Relaxing Face Care — Delving into muscle relaxant facial ingredients.

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

Sound Advice - The latest in ultrasound equipment.

OCTOBER

Ad Close: 8-20-08

PR/Events Due: 7-10-08 Ad Material Due: 8-26-08

Soaking Up Profits — What's new in retailing bath and body products.

Lighten Up — A look at the latest in hyperpigmentation treatments and products.

Combating Aches and Pains — An overview of results-oriented massage.

NOVEMBER

Ad Close: 9-19-08

PR/Events Due: 8-10-08 Ad Material Due: 9-25-08

Magical Minerals — How minerals are used in skincare treatments.

Water World — Update on Vichy showers and hydro tubs therapy.

Happy Feet — Nine great promotions for winter pedicures.

DECEMBER

Ad Close: 10-20-08

PR/Events Due: 9-10-08 Ad Material Due: 10-24-08

Learning Your ABCs — A rundown on vitamins in skin care.

Sugar Rush — A look at the latest sugar scrub treatments.

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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