

DAYS SPA

2012 EDITORIAL CALENDAR*

Issue	Ad Close	Materials Due
January DAYS SPA's 2011 Top Honors: standout day spas, destination spas, spa packages and practitioners Around the World with DAYS SPA: Ayurveda (the first in a series of regular features highlighting global massage techniques and practices)	11-17-11	11-23-11
February The Big Lift: facial contouring techniques and technologies Detoxifying Remedies: top detox protocols, including wraps, supplements and nutritional programs	12-16-11	12-22-11
March Special Beauty-Services Package: Permanent makeup; eyelash extensions; brow and lash tinting; tanning; teeth whitening— <i>DAYS SPA</i> shows you how to incorporate all of these services at your spa. Bridal packages to suit a variety of bride-and-groom types	1-18-12	1-24-12
April SPECIAL EARTH MONTH ISSUE Special Eco Supplement: ideas and products to help green your spa H2O-savers: the newest waterless pedicures and wraps	2-17-12	2-23-12
May SPECIAL MEN'S ISSUE Men's Skincare: the latest research and science Man Up: facials, massages and mani/pedis to woo a wide range of male clients	3-19-12	3-23-12
June SUMMER PREP ISSUE Pedi Protocols: pretty summer pedicure protocols that'll wow clients Buffed and Fluffed: the latest exfoliation treatments	4-18-12	4-24-12
July SPECIAL HEALTH & FITNESS ISSUE DAYS SPA's Readers' Choice Awards: readers' favorite spa products and services Wellness Retreats: How to create, promote and manage them at your spa.	5-17-12	5-23-12
August Announcing...DAYS SPA's cover contest winner! Young Adults: How to market and cater to the next generation of spa-goers.	6-18-12	6-22-12
September Botanicals: breakthroughs in plant-based skincare and biotherapy Treating ethnic skin: the latest practices and products	7-18-12	7-24-12
October SPECIAL SKIN SCIENCE ISSUE Wrinkle Busters: the latest in anti-aging ingredients and technologies for the face The Most in Facials: a round-up of the top facial protocols Plus: <i>DAYS SPA's</i> 2012 Holiday Gift Guide	8-17-12	8-23-12
November Show of Hands: the warmest winter manicure protocols Special Retailing Feature: How to maximize revenue with better sales training, inventory strategies, displays, loyalty programs and sampling strategies.	9-18-12	9-24-12
December Bodywork: the best treatments for aches and pains Stem Cells: the latest ingredients, products and applications in stem cell science	10-18-12	10-24-12

**DAYS SPA* reserves the right to rework these themes.

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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DEPARTMENTS

BUILDING BLOCKS: Ideas and tools to boost your bottom line.

DATEBOOK: Special events and educational opportunities

ECONOMIC OUTLOOK: Quarterly business trend guidelines

ESSENTIALS: Unique product previews

GREEN SCENE: Exploring sustainable practices

HEALTH WISE: Client and employee well-being

HEALING NEWS: Health, wellness and science info

INSPIRATION: Design and DIY tips from the world's most beautiful spas

IN THE NEWS: Highlights and happenings in the spa industry

LEGAL PAD: Steering clear of worst-case legal scenarios

MANAGEMENT WORKSHOP: How to keep your operations in top form

MARKETING SAVVY: Effective ways to promote your services

MUST HAVES: Showcasing new and themed products

RAVES & FAVES: *DAYS SPA* editors select their favorite themed products.

SPA HOPPING: Unique destination spas

SPA PROFILES: Secrets behind thriving day spas

TASTE: Delicious and healthy spa recipes

TREND WATCH: Hot services and ingredients

WINNING WAYS: Day spas giving back to their communities