

DAYSPA®

EDITORIAL CALENDAR 2019

In every print issue! Radar-worthy spa trends, popular products and ingredients, top business and marketing advice, healthy recipes, scientific breakthroughs, gorgeous spas and more. *Ask for sponsorship opportunities!

Every month online! The latest industry news, wellness tips and trends, spa openings, product roundups, guest blogs and more. *Ask for sponsorship opportunities!



january

Features:

- Treating Every Skin Tone
- Top Body Sculpting Technologies

In Depth: Hydrating Services, Spa Marketing

Products: New Launches, Cleansers

Digital: Valentine's Day Products, New Products

Ad Close: 11-16-18

Ad Material Due: 11-21-18



february

+ Bonus Distribution: ISSE, Long Beach

Features:

- Attracting & Treating Clients of All Ages
- Peptides

In Depth: Peels

Products: Spring Makeup, Eye Care, Devices & Equipment

Digital: Sunless Tanning, New Products

Ad Close: 12-18-18

Ad Material Due: 12-21-18



march

+ Bonus Distribution: American Academy of Dermatology; IBS, New York

MEN'S ISSUE

Features:

- Men's Spa Services
- Professionals Choice Awards

In Depth: CBD, Hair Removal

Products: Sheet Masks, Men's Face/Body/Hair

Digital: Men's Grooming Looks, New Products

Ad Close: 1-17-19

Ad Material Due: 1-22-19



april

+ Bonus Distribution: ASLMS, Dallas; America's Beauty Show, Chicago

EARTH MONTH

Features:

- Clean Beauty: Natural and Organic Skin Care
- Protocols for Sensitive Skin

In Depth: Sustainable Spa Practices, Spa Marketing

Products: Sensitive Skin, Botanical/Floral Ingredients

Digital: Mother's Day Gift Guide, New Products

Ad Close: 2-15-19

Ad Material Due: 2-20-19



may

Features:

- Anti-Acne Protocols
- Selling Treatment Packages/Series

In Depth: Menopausal Skin

Products: Luxe Ingredients, Acne Fighters, Devices & Equipment

Digital: Father's Day Gift Guide, New Products

Ad Close: 3-15-19

Ad Material Due: 3-20-19



june

+ Bonus Distribution: Premiere Orlando; IECSC Las Vegas; IBS, Las Vegas

BODY BEAUTIFUL

Features:

- Full-Body Services
- Sun Protection

In Depth: Cellulite, Hair Removal

Products: Summer/Sun Care, Body Scrubs

Digital: Travel Kits, New Products

Ad Close: 4-18-19

Ad Material Due: 4-23-19

✳ EDITORIAL SUBMISSIONS DUE 6 WEEKS PRIOR TO AD CLOSE DATE.

DAYSPA®

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july

Features:

- Lifestyle & the Skin
- Top Facial Technologies

In Depth: Supplements, Spa Marketing

Products: New Launches, Stem Cells

Digital: Indie Beauty, New Products

Ad Close: 5-16-19

Ad Material Due: 5-21-19



august

+ Bonus Distribution: Cosmoprof, Las Vegas

Features:

- Private Label
- Massage Protocols

In Depth: Retinol

Products: Hyaluronic Acid, Masks, Devices & Equipment

Digital: Body Products, New Products

Ad Close: 6-17-19

Ad Material Due: 6-20-19



september

+ Bonus Distribution: Face & Body, San Jose

Features:

- Continuing Education
- Antiaging Protocols

In Depth: Avoiding Skin Allergies, Hair Removal

Products: Fall Makeup, Skin-Firming Products

Digital: Enzymes, New Products

Ad Close: 7-17-19

Ad Material Due: 7-22-19



october

Features:

- Topical Pre/Probiotics
- Couples' Protocols

In Depth: Oncology Services, Spa Marketing

Products: New Launches, Facial Rollers/Tools

Digital: Holiday Gift Guide, New Products

Ad Close: 8-16-19

Ad Material Due: 8-21-19



november

Features:

- Environmental Stressors & the Skin
- Self-Care for Spa Pros

In Depth: Microblading

Products: Face & Body Oils, Antioxidants, Devices & Equipment

Digital: Wellness Packages, New Products

Ad Close: 9-18-19

Ad Material Due: 9-23-19



december

+ Bonus Distribution: American Academy of Anti-Aging Medicine, Las Vegas

Features:

- Words From the Wise: Top Trends for 2020
- End of Year Bestsellers

In Depth: Hyperpigmentation

Products: Serums, Facial Moisturizers

Digital: Neck & Décolleté, New Products

Ad Close: 10-17-19

Ad Material Due: 10-22-19

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