

the Colorist 2017

EDITORIAL CALENDAR



jan/feb

+ Bonus Distribution: ISSE Long Beach, CA

MAN, OH MAN

Business-boosting men's color formulas, trends and products

AT YOUR SERVICE

Income-generating in-salon treatments

Ad Close: 11-22-16

Ad Material Due: 11-28-16

PR Due: 10-14-16



may/june

+ Bonus Distribution: Premiere Orlando Beauty Show; Int'l Est./Cosm./Spa Conf.(IECSC), Las Vegas ; IBS Las Vegas Hair & Nail

A FESTIVAL OF COLOR

Summer's hottest creative color techniques

BRIGHT IDEAS

Fun and festive color accessories

Ad Close: 3-28-17

Ad Material Due: 4-3-17

PR Due: 2-17-17



sept/oct

+ Bonus Distribution: Nailpro Sacramento

RED ZONE

Formulas, tips and products for achieving pitch-perfect reds

IT'S A WASH

Color-protecting shampoos

Ad Close: 7-27-17

Ad Material Due: 8-2-17

PR Due: 6-19-17



mar/april

+ Bonus Distribution: IBS New York; America's Beauty Show, Chicago; NAILPRO PASADENA

THE HOLLYWOOD ISSUE

Celebrity color how-tos, insider tips and more

NATURAL SELECTION

Plant-powered products, plus a definition of terms

Ad Close: 1-27-17

Ad Material Due: 2-2-17

PR Due: 12-19-16



july/aug

+ Bonus Distribution: Cosmoprof North America, Las Vegas

LIGHTEN UP

Expert highlighting how-tos

THE HIT LIST

Top salons' best-selling products for color-treated hair

Ad Close: 5-31-17

Ad Material Due: 6-6-17

PR Due: 4-21-17



nov/dec

30 UNDER 30

Our annual hot list of rising color stars

RESCUE 911

Intensive deep conditioners

SPECIAL FOCUS

Holiday

Ad Close: 9-27-17

Ad Material Due: 10-3-17

PR Due: 8-21-17

in every issue

+**UPFRONT** A word from our editor in chief

+**COVER LOOK** A step-by-step tutorial

+**TIP SHEET** Celebrity news, fun facts, fabulous hair color, who's who, cool tools and more

+**TOP SHOP** What's trending in salons nationwide

+**SHELF LIFE** New products

+**NEWSFEED** Industry news

+**GALLERY** Inspiring collections from renowned colorists

+**WORKPLACE** Business-building best practices

+**POINT OF VIEW** An industry insider's perspective

+**CLASSROOM** Terminology defined, techniques deconstructed, ingredients explained, technology demystified

+**MUSE** Top colorists' mood board *du jour*

Please Note: 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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