

2010 EDITORIAL CALENDAR

Take full advantage of this editorial preview and use it to strategize placement of ads and editorial submissions. Consider tailoring your ads for our special features, for example. Target the issue where reader interest in your specific product might be highest.

ISSUE	SPECIAL FEATURES	PRODUCT HIGHLIGHT	BONUS DISTRIBUTION	EDITORIAL DEADLINE	AD RESERVATION DEADLINE	AD MATERIAL DUE
January 2010	All Reader-Written Issue	Manicure Tables		10/23/09	10/29/09	11/6/09
February		Pedi Spa Chairs	ISSE/Long Beach	11/20/09	11/23/09	12/2/09
March		Spring Polish Preview		12/19/09	12/30/09	1/12/10
April		Gels	America's Beauty Show	1/23/10	1/29/10	2/9/10
May		Electric Files	IBS Las Vegas	2/24/10	3/2/10	3/11/10
June		Waxing	Premiere Show/Orlando	3/26/10	4/1/10	4/10/10
Career Handbook				4/10/10	4/16/10	4/27/10
July		Acrylics		4/24/10	4/30/10	5/11/10
August	Readers' Choice Awards ballot	Hand Care	Cosmoprof North America	5/22/10	5/28/10	6/8/10
September		Fall Polish Preview		6/25/10	6/31/10	7/9/10
October		Implements/Tools		7/27/10	7/31/10	8/10/10
November		Sanitation Products		8/25/10	8/30/10	9/8/10
December	Readers' Choice Award winners	Nail Art		9/25/10	9/30/10	10/11/10
The Big Book				10/7/10	10/12/10	10/21/10
January 2011	All Reader-Written Issue			10/23/10	11/1/10	11/10/10

NAILS welcomes material submitted by advertisers. Send all editorial material to the editorial department at the address below. Send a press release and a color photo. Digital images are preferred, but you may send photos or slides. All digital images must be saved as .jpg or .eps files at 300 dpi (MAC formatted preferred), and suggested

minimum size is 4 by 5 inches. Always include a contact name, phone number (toll-free and a regular number), and company address. All material is edited for space, style, and clarity. Material is used on a space-available basis, at editor's discretion and is not available for review prior to publication. Material cannot be returned.

For more information about advertising, contact:

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