

DAYSPA

2010 EDITORIAL CALENDAR

JANUARY

Ad Close: 11-18-09

2010 DAYSPA Top Honors — A look at the spas we feel stand out as the best among the rest.

Getting the Red Out — New ways to treat the many faces of rosacea.

PR/Events Due: 10-10-09

Ad Materials Due: 11-24-09

JULY

Ad Close: 5-18-10

Healthy Detox — Wraps and equipment that externally cleanse and detoxify the body.

Take Your Vitamins — The role of vitamins in skin care.

PR/Events Due: 4-9-10

Ad Materials Due: 5-24-10

FEBRUARY

Ad Close: 12-17-09

Between the Lines — Delving into anti-aging peptides.

Lightening Strikes — Lighteners and brighteners to control hyperpigmentation.

PR/Events Due: 11-10-09

Ad Materials Due: 12-23-09

AUGUST

Ad Close: 6-18-10

The Most in Massages — A look at the most unique massage treatments and lotions.

Eye Openers — Experts discuss eye and lip care.

PR/Events Due: 5-10-10

Ad Materials Due: 6-24-10

MARCH

Ad Close: 1-18-10

Current Events — A review of the latest electric current technologies.

Spring Style — A look at hair, makeup and nail trends.

PR/Events Due: 12-10-09

Ad Materials Due: 1-22-10

SEPTEMBER

Ad Close: 7-19-10

Think Pink — National Breast Cancer Awareness Month products.

Fall Fashion — Hair, makeup and nail styles for the new season.

PR/Events Due: 6-10-10

Ad Materials Due: 7-23-10

APRIL

Ad Close: 2-18-10

The Real Dirt — What's new in muds and clays.

Earth Month — Discover the latest earth-friendly skincare ingredients.

PR/Events Due: 1-8-10

Ad Materials Due: 2-24-10

OCTOBER

Ad Close: 8-18-10

From the Neck Down — An overview of skin care for the neck, décolleté and bust.

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

PR/Events Due: 7-9-10

Ad Materials Due: 8-24-10

MAY

Ad Close: 3-18-10

Shining Stars — Update on sunscreen products.

The Best Man — The most popular facials, massages and pedicures for men in a day spa setting.

PR/Events Due: 2-10-10

Ad Materials Due: 3-24-10

NOVEMBER

Ad Close: 9-17-10

Turn Back the Hands of Time — Winter mani protocols.

Gift Exchange — *DAYSPA's* annual spa-friendly gift guide.

PR/Events Due: 8-10-10

Ad Materials Due: 9-23-10

JUNE

Ad Close: 4-19-10

Sole Support — Summer pedi protocols.

Body Dynamics — What's new in body scrubs, moisturizers and cleansers.

PR/Events Due: 3-10-10

Ad Materials Due: 4-23-10

DECEMBER

Ad Close: 10-18-10

Sweet Dreams — Treatments and services that encourage a good night's sleep.

Annual Editors' Choice — *DAYSPA* editors pick their favorite skincare products of the year.

PR/Events Due: 9-10-10

Ad Materials Due: 10-22-10

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.

Diane Walker—Associate Publisher/Advertising Director
800.442.5667, x505 • dwalker@creativeage.com

A Creative Age Publication

7628 Densmore Ave., Van Nuys, CA 91406-2042 • 818.782.7328 • 800.442.5667
Fax 818.782.7450 • dayspamagazine.com

