

# 2012 editorial calendar

ISSUE	CLOSING DATES	FEATURED TOPICS	IN THE MIX	MEDICAL SPA REPORT	SPECIAL SECTIONS	SPATRADE EDITORIAL WEBINAR	BONUS DISTRIBUTION
<b>JANUARY</b> Editorial Space Materials	11/04/11 11/11/11 11/17/11	■ Skin Deep: Collagen & Elastin ■ Spa Apparel	Ginseng	Acne/Rosacea Treatments	Annual Calendar	Spa Apparel	
<b>FEBRUARY</b> Editorial Space Materials	11/02/11 12/15/11 12/21/11	■ Eyelash Enhancements ■ Vitamins & Supplements	Tea Tree		Head to Toe (Hair & Nail)	Vitamins & Supplements	
<b>MARCH</b> Editorial Space Materials	01/06/12 01/20/12 01/26/12	■ Spring Cosmetics ■ Men	Seabuckthorn	Advances in Anti-Aging	• Shelf Life (Retail) • SIGNET RESEARCH	Men	• COSMOPROF • SpaTec Spring
<b>APRIL</b> Editorial Space Materials	02/03/12 02/17/12 02/23/12	■ Skin Deep: Nanotechnology ■ Uniforms	Jasmine			Uniforms	• IECSC New York • SpaExec New York
<b>MAY</b> Editorial Space Materials	03/02/12 03/17/12 03/23/12	■ Annual Skincare Issue ■ Digital Technology	Honey	Vein Treatments		Digital Technology	
<b>JUNE</b> Editorial Space Materials	04/06/12 04/14/12 04/20/12	■ Summer Cosmetics ■ Suncare	Cucumber		• Corporate Profiles • Shelf Life (Retail)	Suncare	• IECSC Las Vegas • SpaExec Las Vegas
<b>JULY</b> Editorial Space Materials	05/04/12 05/19/12 05/25/12	■ Private Label ■ Hair Removal	Aloe	Equipment Roundup	• Head to Toe (Hair & Nail) • SIGNET RESEARCH	Private Label	• SpaExec Palm Springs
<b>AUGUST</b> Editorial Space Materials	06/01/12 06/16/12 06/22/12	■ Skin Deep: Retinols ■ Sunless Tanning	Neem		• Women in Spa • Industry Insider Survey	Sunless Tanning	
<b>SEPTEMBER</b> Editorial Space Materials	07/06/12 07/14/12 07/20/12	■ Fall/Winter Cosmetics ■ Digital Technology	Grapefruit	Lasers		Cosmetics	• SpaExec Seattle
<b>OCTOBER</b> Editorial Space Materials	08/03/12 08/18/12 08/24/12	■ Holiday Promotions ■ Teeth Whitening	Clays/Muds		• Shelf Life (Retail) • SIGNET RESEARCH • Breast Cancer Awareness	Holiday Promotions	
<b>NOVEMBER</b> Editorial Space Materials	09/07/12 09/15/12 09/21/12	■ Hydrotherapy ■ Men	Juniper Berry	Injectables	Corporate Profiles	Hydrotherapy	
<b>DECEMBER</b> Editorial Space Materials	10/05/12 10/20/12 10/26/12	■ Skin Deep: Stem Cells ■ Digital Technology	Frankincense		Professional's Choice Awards	Digital Technology	

## IN EVERY ISSUE

- **Destinations**  
Travel to lands near and far and discover their latest spa offerings.
- **Columns**  
Get advice on building your business.
- **Radar**  
Check out the latest spa openings, offerings, biz tips, green trends, culinary options, retail items, and more.
- **In Touch**  
Learn about trend-setting, cutting-edge, and effective spa treatments.
- **Features**  
Take an in-depth look at some of the spas that are making news in the industry both here and abroad.
- **Spotlight**  
Review the industry's latest products.
- **Industry News**  
Stay on top of news, announcements, and more from the movers and shakers in the spa world.

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