

Check it out...

Stylist Newspapers can be viewed online! Just one more way to give our advertisers added exposure and results!!

www.stylistnewspapers.com

2012 Editorial Calendar

JANUARY 2012 -

BUILDING YOUR PROFESSION

- Become Valuable to Your Clients
- Competing with At-Home Color, Nails, etc.
- Daily Deals – To Discount or Not?

FEBRUARY 2012 - ONLINE RESOURCES

- What are Your Favorite Online Resources for the Beauty Industry?
- Education, Scheduling, Information, Shopping, Webinars etc.?

MARCH 2012 - SPEAKING OUT

- Here's Your Chance... What's On Your Mind?
- In My Opinion...

APRIL 2012 - MULTI-CULTURAL MARKET

- Natural Curls vs Smoothing Treatments
- Challenges and Opportunities facing the Multi-Textured Market

MAY 2012 - MEDIA EXPOSURE

- How to Do a Photo Shoot?
- Promoting Your Salon/Self to the Media
- Social Media Tips and Tricks

JUNE 2012 - BOOTH RENTING 101

- Is Booth Renting Right for Me?
- Salon Suites and Beauty Malls
- How to Stay Connected as an Independent

JULY 2012 -

MAKING MONEY WITH ADD-ONS

- Hair / Feather / Lash Extensions
- Thinning Hair Services
- Retail Alternatives

AUGUST 2012 - EDUCATION

- How We Are Learning / Teaching Now
- In Person vs Online Education
- Taking the Next Step... Continuing Education

SEPTEMBER 2012 - SALON REMODELING

- Using Space Wisely
- Remodeling on a Budget
- Finding the Perfect Space for You

OCTOBER 2012 - NICHE SERVICES

- Specialized Services vs Full Service
- How to Break Into the Men's Market
- Having a Niche in the Beauty Industry

NOVEMBER 2012 - RETAILING

- Is this Product the Right Fit for My Salon?
- Introducing New Products to Your Clients
- How to Compete with Retail Stores

DECEMBER 2012 - REINVENTING YOURSELF

- Choosing Beauty for Your Next Career
- Reigniting Your Passion
- Balancing Work, Family, Life

DEADLINE FOR EDITORIAL:

The deadline for editorial is around the 5th of each month prior to publication.

<u>Deadline</u>	<u>Issue</u>
12/7/11	January
1/6/12	February
2/7/12	March
3/8/12	April
4/6/12	May
5/4/12	June
6/8/12	July
7/6/12	August
8/9/12	September
9/7/12	October
10/5/12	November
11/9/12	December

WHAT'S NEW IN THE MARKET COLUMN:

Our What's New in the Market Column runs in all editions and features new and updated products/ services specific for the beauty industry. This is available as a free service on a first come / first serve basis as space allows. To submit a press release, please keep it to 100-150 words and include a high res jpg of the product. Email lisa@stylistnewspapers.com. **Now as an added fee-based advertising opportunity, you can get your product or service prominently featured in print and online for a specific month. Call Marcy Avenson for details 1-888-297-7010 x207 or email marcy@stylistnewspapers.com**

To Submit Articles: Email lisa@stylistnewspapers.com

or Mail to P.O. Box 657, Banks, OR 97106

For information call Lisa Kind, Editor -- 888-297-7010 or (503) 297-7010 x204