



2010 Editorial Calendar

VietSALON focuses on helping salon owners expand their services and run successful, profitable salons. In each issue, we cover new product introductions, technical skills and troubleshooting, success stories from the Vietnamese salon community, skin care and add-on services, and ideas on working healthy. Send all editorial material to VietSALON, 3520 Challenger St., Torrance, CA 90503.

2010 Issue	In Every Issue	Editorial Highlights	Product Focus	Bonus/Show Distribution	Editorial Deadline	Ad Reservation Deadline	Ad Material Deadline
January/February	Product Spotlight Nail Art Demos Skin Care Business	Manicure Tables	sanitation/ disinfection products	ISSE Show (Long Beach, CA)	10/14/09	11/9/09	11/19/09
March/April	Product Spotlight Nail Art Demos Skin Care Business	Pedi Spa Chairs	polish preview	Midwest Beauty Show (Chicago) IBS Las Vegas	12/18/09	1/8/10	1/21/09
May/June	Product Spotlight Nail Art Demos Skin Care Business	Gels	electric files	Premiere Show (Orlando)	2/20/10	3/12/10	3/24/10
July/August	Product Spotlight Nail Art Demos Skin Care Business	Waxing Career Builder Special Issue	acrylics	Cosmoprof North America (Last Vegas)	4/1/10	5/11/10	5/21/10
September/October	Product Spotlight Nail Art Demos Skin Care Business	Salon Furnishings	polish preview		6/19/10	7/13/10	7/23/10
November/December	Product Spotlight Nail Art Demos Skin Care Business	Massage	nail art		8/9/10	9/10/10	9/23/10

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the magazine for Vietnamese salon professionals