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STYLIST

& SALON NEWSPAPERS

THE BUSINESS OF: HAIR | NAILS | SKINCARE

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2010 Editorial Calendar

JANUARY 2010 - ECONOMIC SHIFT

- The Beauty Industry in Today's Economy
- How to Raise your Prices
- Compete with Drugstore Pricing on Retail
- Adding Quality and Value to Your Services

FEBRUARY 2010 - SOCIAL MEDIA

- How to use Facebook and Twitter to Bring in the Customers
- Effectively use Text and Email Messaging
- How to Get the Most Hits on Google
- Videos on YouTube

MARCH 2010 - BRIDGING THE GAP

- Connecting School and Career
- How to Hire Recent Graduates
- Where did all the Mentors Go?
- Schools and Salons Working Together

APRIL 2010 - ORGANICS & NATURALS

- Why Consumers Want Them
- Attract the "Growing Green Consumer"
- Green Tools and Products
- Eco-Strategies for Salons

MAY 2010 - HERE COMES THE BRIDE

- Bridal and Special Occasion Business
- Special Occasion Marketing
- Plump up the Revenue with Updos

JUNE 2010 - SPEAK OUT

- Here's your chance. What's on Your Mind?
 - In My Opinion..
- (Cover Contest Winners Announced)*

JULY 2010 - GUYLINER TO GUYZILLIAN

- How to Break into the Men's Market
- Pamper Your Male Clientele
- Thinning Hair Client Services
- Barber Industry Report

AUGUST 2010 - D.I.Y. DO IT YOURSELF...

- Cost-Effective Strategies from Marketing to Salon Design
- Salon Design on a Dime
- Marketing on a Dime
- Displays on a Dime

SEPTEMBER 2010 - CLEAN UP YOUR ACT

- Sanitation and Disinfection
- OSHA Rules for Salons and Barbershops
- Infection Control
- Licensing and Regulation

OCTOBER 2010 - MARKET DIVERSITY

- Multi-Cultural Market
- Naturally Curly
- Straightening Services
- Cultural Awareness

NOVEMBER 2010 - TRANSITION

- From Stylist to Salon Owner
- From Job to Career
- From Slow to Busy

DECEMBER 2010 - SUCCESS STORIES

- Industry Success Stories

DEADLINE FOR EDITORIAL:

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

Deadline	Issue
12/4/09	January
1/8/10	February
2/5/10	March
3/5/10	April
4/5/10	May
5/7/10	June
6/4/10	July
7/7/10	August
8/6/10	September
9/3/10	October
10/7/10	November
11/5/10	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. To submit a press release, please keep it under 300 words and include a high res jpg of the product. Email lisa@stylistnewspapers.com.

To Submit Articles: Email lisa@stylistnewspapers.com
or Mail to 1750 SW Skyline Blvd. #24, Portland, OR 97221

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