



2017 EDITORIAL CALENDAR AND RATES

VietSALON offers top-notch editorial dedicated to improving our readers' businesses. We offer articles covering technique, health, style, and business with a focus on the unique needs of Vietnamese salons and nail technicians. We provide with case studies, step-by-steps, color and trend reports, new products, safety and sanitation information, and business-focused articles.

ISSUE	EDITORIAL HIGHLIGHTS	BONUS/SHOW DISTRIBUTION	EDITORIAL DEADLINE	AD RESERVATION DEADLINE	AD MATERIAL DUE	MAIL OUT DATE
January/ February	Salon Furnishings, Sanitation/ Disinfection Products	ISSE Show Long Beach TET Festival	10/26/16	11/14/16	11/23/16	12/20/16
March/ April	E-files, Polish Preview	America's Beauty Show Chicago	12/23/16	1/12/17	1/24/17	2/20/17
May/June	Gels, Foot Care	Premiere Show Orlando	2/24/17	3/15/17	3/24/17	4/20/17
July/August	Implements, Pedicure Equipment	Cosmoprof North America Las Vegas	4/25/17	5/12/17	5/23/17	6/20/17
September/ October	Nail Art, Fall Polish Preview		6/23/17	7/14/17	7/25/17	8/21/17
Industry Directory & Who's Who Edition	Custom Content	VietSALON Exchange	8/8/17	8/15/17	8/24/17	10/20/17
November/ December	Spa Care and Products		8/25/17	9/14/17	9/25/17	10/20/17

AD SIZES & RATES	7X	4X	1X
Full Page	\$1,814	\$1,914	\$2,326
2/3 Page	\$1,361	\$1,439	\$1,744
1/2 Page	\$1,088	\$1,151	\$1,396
1/3 Page	\$726	\$767	\$930
1/4 Page	\$598	\$632	\$767
Spotlight	\$530	\$609	\$689
Catalog	\$430	\$430	\$430

PREMIUM POSITION RATES

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