

# 2019 EDITORIAL CALENDAR: MODERN SALON

## JANUARY

**NEXT BIG THINGS:** What's new? Every client wants to know, and every salon pro should! From new products, services, trends, and technology—this MODERN menu will help salons make more money and serve clients smarter. **PLUS:** Recap from the first Salon Digital Summit on how to succeed using social media and the latest digital tools.

**PLUS:** Meet the NAHA finalists!

**AD CLOSE:** November 27, 2018

**MATERIALS DUE:** December 4, 2018

## FEBRUARY

**THE DESIGN ISSUE:** From hair-cut trends to blow-out techniques, MODERN covers basic to advanced skills and tips. **PLUS:** Choosing and caring for pro tools: Shears, razors, clippers, irons, dryers and more.

**AD CLOSE:** December 26, 2018

**MATERIALS DUE:** January 2, 2019

## MARCH

**SPRING FORECAST:** Introducing new looks, services and retail solutions to clients. MODERN curates the fashion, color, texture, design, and product trends according to industry educators and our ARTIST CONNECTIVE influencers.

**AD CLOSE:** January 25, 2019

**MATERIALS DUE:** February 1, 2019

## APRIL

**SPECIAL OCCASION ISSUE:** Detailing trends and techniques to help salons gear up for the busy prom, wedding and festival seasons.

**PLUS:** HAIR+ solutions: extensions and more.

**AD CLOSE:** February 26, 2019

**MATERIALS DUE:** March 5, 2019

## MAY

**SUMMER OF (COLOR) LOVE:** Hair color application techniques and processing details from top colorists around the globe.

**PLUS:** 50 hair color formulas and how-tos.

**AD CLOSE:** March 26, 2019

**MATERIALS DUE:** April 2, 2019

## JUNE

**HIS MODERN GROOMING:** Men's business continues to boom, and approaches from salons and barbers continue to evolve and blend.

MODERN gives salons the latest scoop on how to cater to and grow men's business, and how and where to learn more about the particular craft of cutting, clipping and shaping men's hair.

**PLUS:** Men's retail, add-on services and more.

**AD CLOSE:** April 25, 2019

**MATERIALS DUE:** May 2, 2019

## JULY

**YOUNG AT HEART:** Understanding head-to-toe service and retail opportunities with younger clients (based on research and trends), while catering to clients of every age and mindset.

**AD CLOSE:** May 28, 2019

**MATERIALS DUE:** June 2, 2019

## AUGUST

**MODERN SALON 100:** MODERN's annual Game Changers talent issue showcases 100 new beauty influencers and rising stars. Special how-to social media tips and advice from MODERN's own ARTIST CONNECTIVE of influencers. **PLUS:** HAIR+ focus for trichologists, hair-loss specialists and extensions professionals.

**AD CLOSE:** June 25, 2019

**MATERIALS DUE:** July 2, 2019

## SEPTEMBER

**FALL INFLUENCES:** In sync with Fashion Weeks around the world, MODERN editors curate a forecast of trends shaping hair on the runways, in the streets and most important, in salon chairs.

**AD CLOSE:** July 25, 2019

**MATERIALS DUE:** August 1, 2019

## OCTOBER

**FALL COLOR ISSUE:** Favorite fall formulas, new color launches, and application techniques from top colorists. **PLUS:** PROCESS hair color takeover across all MODERN platforms.

**AD CLOSE:** August 27, 2019

**MATERIALS DUE:** September 3, 2019

## NOVEMBER

**HOLIDAY PREP:** Getting salons ready for the season, with head-to-toe pointers and promotions to help tap into winter trends, and maximize sales with great gift packages.

**AD CLOSE:** September 25, 2019

**MATERIALS DUE:** October 2, 2019

## DECEMBER

**2020: THE YEAR AHEAD:** Salon market leaders, artists and industry innovators envision the best service, retail and strategic opportunities for salon growth. MODERN editors share 20 steps pros can take to make 2020 their best year ever.

**AD CLOSE:** October 25, 2019

**MATERIALS DUE:** November 1, 2019

### QUESTIONS?

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