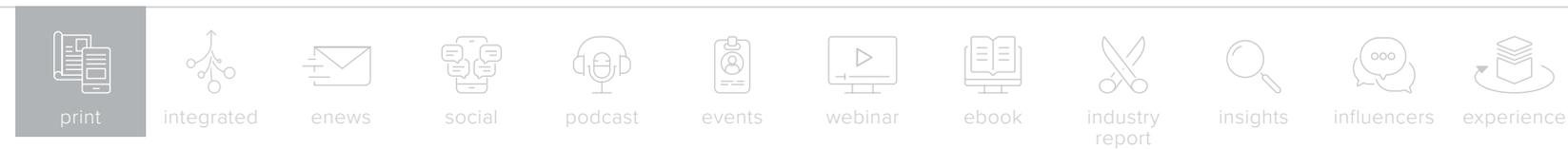


2022 MAGAZINE CONTENT CALENDAR



spring

PURPOSE ISSUE

MODERN SALON: It's always the right time to think about making a difference. As we move into a new year, we are spotlighting industry-specific causes and non-profits close to the heart of our community. We're also profiling the people showing us how to be allies and advocates, who are moving things forward to create a more diverse, inclusive, and equitable pro beauty world. The Giving Back and Speaking Up Guide will be a look at how everyone can get involved in supporting the salon industry and the people who love it.

NAHA 2022: The North American Hairstyling Awards Collections

SALON TODAY: This year, the celebrated business competition—SALON TODAY 200—celebrates its 25th anniversary with a special focus on business recovery and rebuilding. Coverage includes benchmarks on important salon business statistics, salon honoree profiles and best practices.

Ad/Edit Close: 1/24
Material Due: 1/27

summer

MAKEOVER ISSUE

MODERN SALON: Change is beautiful. We're featuring powerful examples of #hairdressermagic and looks that have been "Highly Evolved." This includes transformations of cut and color; dramatic color corrections and "hair saves,;" hair extensions and hair replacement systems; and other salon services that bring out a client's beauty, create confidence and allow them to feel their best.

The Eyes Have It: A Focus on Lashes and Brows

SALON TODAY: The 2022 SALONS OF THE YEAR welcomes the audience inside the most gorgeous salons to be built or renovated in the past year. Coverage includes the latest design trends, tip and tricks for industry design experts and a round-up of the latest furniture and equipment.

Ad/Edit Close: 5/4
Material Due: 5/9

fall

THE INFLUENCE ISSUE

MODERN SALON: In this issue, we name and celebrate our gamechangers, our movers-and-shakers, our content makers—our MODERN SALON 100. These are the ones to watch, not only because they are creating great hair and beauty but because they are also taking risks and elevating the industry.

NAILS Reader's Choice: These are the brands, tools, and products of choice according to our NAILS audience.

SALON TODAY: Nothing influences how salon business operate more than technology. This annual technology issue explores the latest programs, tools and apps and how they are reshaping business for innovative owners. Our 2022 Technology Guide offers a compare-and-contrast experience for salons who are shopping for new technology. SPECIAL BONUS: Technology sponsors of this special issue are invited to participate in an op-ed roundup story.

Ad/Edit Close: 8/4
Material Due: 8/9

winter

THE FEARLESS ISSUE

MODERN SALON: Our MODERN SALON ARTIST CONNECTIVE will share examples of times when they felt the fear—and did it anyway. From going out on their own as an independent, to opening a salon, to changing specialties or raising their prices. Profiles in courage.

First Chair: If you're an assistant, if you're new on the floor, or if you're just starting to build your book, here are time-proven strategies for creating a long-lasting career as a hairstylist and beauty professional. We're tapping industry experts and influencers to get their best advice on everything from customer service to social media, to saving for retirement and beyond. We'll help you get ready to launch—and stay that way.

Snap: Photo Shoots that Feature Mold-Breaking Beauty .

Ad/Edit Close: 9/29
Material Due: 10/4

Editorial calendar subject to change.

INSIDE EVERY ISSUE

MODERN SALON

- Style Watch: Trends, techniques, launches
- Portfolio: Photo shoots, imagery
- Stylist Spotlight: The beauty creators
- Choose Beauty: The changemakers

- Personal Style: The taste setters
- Career: The journey
- Color, Cut and Style Inspiration
- Wellness, Sustainability, and Technology

SALON TODAY

- CHECK IN: The news and view of the professional beauty industry
- OUTLOUD: Where the professional beauty industry speaks up

- SERVICE MENU: Breaking down the creation of a new salon service
- CULTURE CLUB: Ideas to drive positive culture in the salon