



SALÓN PLUS EDITORIAL CALENDAR 2010

In every issue of Salón Plus, we provide our readers the latest on hair, nail, skin care products, tools and services, plus up-to-date news on cosmetics, the industry, business strategies, spa treatments, top techniques and trends.

JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
<p>How to Fake It With Style! Improving on nature's gifts with elegant enhancements and accessories.</p> <p>Special Feature: Romance Your Clients Captivate them with this season's alluring applications and products.</p>	<p>Celebrating Stylists 2010 Showcasing the innovators in our industry. We offer the latest trends and techniques.</p> <p>Special Feature: World Trends & Techniques Cool and captivating styles you can bring home to your customers.</p>	<p>The Editor's Choice Awards (Our 8th Year!) The best hair, skin, nail, and beauty products available for the Latin Beauty Professional.</p> <p>Special Feature: Holiday Extravaganza! Celebrating glamour & elegance during the holiday season.</p>
<p>Space Closing: 6/21/10 Material Closing: 7/9/10</p>	<p>Space Closing: 8/13/10 Material Closing: 9/10/10</p>	<p>Space Closing: 10/15/10 Material Closing: 11/12/10</p>

ADVERTISING RATES

**RATES
REDUCED 30%!**

	1x	3x	6x	12x
DOUBLE PAGE SPREAD	\$3,458	\$3,285	\$3,120	\$2,965
1/2 DOUBLE PAGE SPREAD	\$2,635	\$2,500	\$2,370	\$2,249
FULL PAGE	\$1,920	\$1,824	\$1,733	\$1,610
2/3 PAGE	\$1,455	\$1,404	\$1,370	\$1,326
1/2 PAGE	\$1,223	\$1,176	\$1,124	\$1,082
1/3 PAGE	\$949	\$832	\$790	\$733
1/4 PAGE	\$660	\$627	\$596	\$567
1/6 PAGE	\$537	\$514	\$496	\$471
INSERT VIDEO	10-30 sec \$200	31-60 sec \$300	61-120 sec \$350	121-240 sec \$400