

# Editorial Calendar

JANUARY 2009	<b>RELAXATION</b> De-stressing services for post holiday recovery. Couples' services for Valentine's Day. Feature: <i>LNE &amp; Spa</i> Guide to Innovations in the Skin Care and Spa Field special section. Special section deadline: First week of November, 2008. Article deadline: First week of October, 2008.
FEBRUARY 2009	<b>BEST OF THE BEST</b> Good, better, best treatments. Article deadline: First week of November, 2008.
MARCH 2009 Congress distribution	<b>ECO-FRIENDLY SPA!</b> Sustainability, environmental themes and all things green in preparation for Earth Day in April. Featured at the Dallas International Congress of Esthetics and Spa in Texas. Article deadline: First week of December, 2008.
APRIL 2009	<b>IMAGE</b> Presentation is everything. From makeup and attire to the use of color, to design and layout. Features treatments that inspire the senses. Mother's Day and graduation-related services. Article deadline: First week of January, 2009.
MAY 2009 Congress distribution	<b>THE MALE EDITION</b> Let's hear it for the spa boys! Father's Day treatments and custom therapies for all. Featured at the Miami Beach International Congress of Esthetics and Spa in Florida. Article deadline: First week of February, 2009.
JUNE 2009	<b>BIKINI/BEACH READY</b> Therapeutic techniques to keep clients feeling cool and looking great despite the summer heat. Feature: <i>LNE &amp; Spa</i> Summer Fun Skin Care special section. Special section deadline: First week of April, 2009. Article deadline: First week of March, 2009.
JULY 2009	<b>SPECIAL OCCASION SERVICES</b> From weddings and anniversaries to birthday parties and coming-of-age gatherings, occasion-specific services are in. Plus, back-to-school themes. Article deadline: First week of April, 2009.
AUGUST 2009	<b>NOVELTY</b> The latest and greatest innovations in the field. Article deadline: First week of May, 2009.
SEPTEMBER 2009 Congress distribution	<b>BEAUTY FROM THE INSIDE OUT</b> Bringing out the gorgeous from within through revitalizing treatments and the body's renewing functions. Highlights Breast Cancer Awareness Month coming up in October. Featured at the Long Beach International Congress of Esthetics and Spa in California. Article deadline: First week of June, 2009.
OCTOBER 2009 Congress distribution	<b>SIMPLICITY</b> The simpler, the better. Features divine treatment offerings without the hassle as well as Thanksgiving-themed therapies. Featured at the Philadelphia International Congress of Esthetics and Spa in Pennsylvania. Article deadline: First week of July, 2009.
NOVEMBER 2009	<b>GET READY—THE HOLIDAYS ARE COMING!</b> Shape-me-up and fix-me-up services to have clients looking their best during the holidays. Feature: <i>LNE &amp; Spa</i> Holiday Gift Guide special section. Special section deadline: First week of September, 2009. Article deadline: First week of August, 2009.
DECEMBER 2009	<b>NEW YEAR'S RESOLUTIONS</b> Treatments and therapies to address next year's desires. Article deadline: First week of September, 2009.