

PULSE 2017 EDITORIAL CALENDAR



ISSUE	THEME AND TOPICS	SPECIAL ADVERTISING & DISTRIBUTION	DEPARTMENT DESCRIPTIONS
JANUARY/ FEBRUARY	Work-Life Balance <ul style="list-style-type: none"> ● Power Couples: How to Run a Business as Partners ● Workplace Well-being: Helping Employees Avoid Injury and Stress ● Treatment Focus: Mind-Body Offerings in Spas 		Pulse Points Highlights key data and research from across industries and helps readers put their pulse on the latest business and global trends.
MARCH/ APRIL	Shaping the Next Generation <ul style="list-style-type: none"> ● Leaders of the Future: Under 30-Year-Old Young Leaders (Tie in to Millennial Consumer Research) ● Surviving the Office Generation Clash (Millennials vs. Gen X vs. Boomers) ● Treatment Focus: Water Therapies 	ADVERTISING SUPPLEMENT: Industry Leaders and Top Brands	Member Profile Spotlights a specific spa and its unique treatments, new features, marketing strategies and best practices.
MAY	Management and Operations <ul style="list-style-type: none"> ● Stop Being a Micromanager: Learn to Delegate ● Operating Efficiently with a Lean Team ● Treatment Focus: Fitness or Sports Treatments (E.g., cupping, cryotherapy, etc.) 	EXPANDED DISTRIBUTION: West Coast ISPA Media Event	Member News Features news about promotions, new roles, spa renovations and openings, giving back initiatives, menu updates and other news-worthy events.
JUNE	Technology and Productivity <ul style="list-style-type: none"> ● Ways to Ramp Up Personal Productivity ● Social Media Policies for Employees ● Treatment Focus: Male Treatments (Tie in to National Men's Health Week) 	ADVERTISING SUPPLEMENT: Spa Products for Him and Her	Voices Welcomes contributions from ISPA members that tackle industry-relevant topics.
JULY	Sales and Retail <ul style="list-style-type: none"> ● Closing the Deal: Tips for Sales Success ● Event Planning: How to Rock Out Your Next Spa Event ● Treatment Focus: Treatments Using Ingredients from the Forest and Sea 		Conversations Q-and-A profile of an expert personality.
AUGUST	ISPA Pre-Conference <ul style="list-style-type: none"> ● PDS Speakers ● Sponsors Highlight ● ISPA Award Recipients ● Conference Map 	EXPANDED DISTRIBUTION: 2017 ISPA Conference & Expo Pre-Conference EXPANDED DISTRIBUTION: East Coast ISPA Media Event	SEE + BE SEEN A photo gallery highlighting post events attended or sponsored by ISPA members.
SEPTEMBER	Marketing <ul style="list-style-type: none"> ● Boot-strappers' Tips: Marketing on a Shoe-String Budget ● Design Ideas: How to Update Your Spa's Interior ● Treatment Focus: New Anti-Aging Treatments 		ISPA Research Highlights key data points and analysis from ISPA's latest research.
OCTOBER	On-Site Edition <ul style="list-style-type: none"> ● Innovate Award ● General Session Speakers Highlight ● Treatment Focus: Cutting-Edge Spa Treatment Technology 	ADVERTISING SUPPLEMENT: Exhibitors' Highlight EXPANDED DISTRIBUTION: 2017 ISPA Conference & Expo On-Site	Product Spotlight Features new or theme-related products of ISPA members.
NOVEMBER	Global and Beauty <ul style="list-style-type: none"> ● Global Consumer Trends ● Spa Fashion: What's Trendy in Apparel, Footwear and Accessories? ● Treatment Focus: Medical Spa Treatments and Demands 		A Day in the Life Spotlights a typical day of a spa professional.
DECEMBER	Post-Conference Edition <ul style="list-style-type: none"> ● General Session Recap ● Expo Highlights ● PDS Takeaways 	ADVERTISING SUPPLEMENT: New Product Releases for 2018	Success Stories Highlights a resource partner's story on how the company started, its early challenges and secret to success.

Ask the Expert Highlights insightful responses from experts on questions related to their areas of expertise.

Social Connections A personal and fun highlight of an ISPA member and his or her favorite activities, places and things.

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