

2018 EDITORIAL CALENDAR

MAKING SOAP COSMETICS & CANDLES MAGAZINE

ISSUE	EDITORIAL FEATURES	AD CLOSE	MATERIAL DUE
JANUARY	Perfect Packaging: how to package to grab your customers' attention	Dec 1, 2017	Dec 10, 2017
MARCH	The Ins & Outs of Shipping Getting it there; choosing the most effective shipping/packing options to arrive safely	Feb 1, 2018	Feb 10, 2018
MAY	Design Mania Learn new soap design techniques. Guest artist tutorials	April 1	April 10
JULY	Bullseye! Marketing to Your Target Audience	June 1	June 10
SEPT	With Men in Mind; products for men other than shaving soap	August 1	August 10
NOV	Raves for Faves Taking the pulse of the industry. Features the 'favorites' survey and all of our favorites, whether products, ingredients, books, social media or whatever we love!	October 1	October 10



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