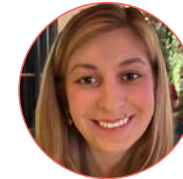
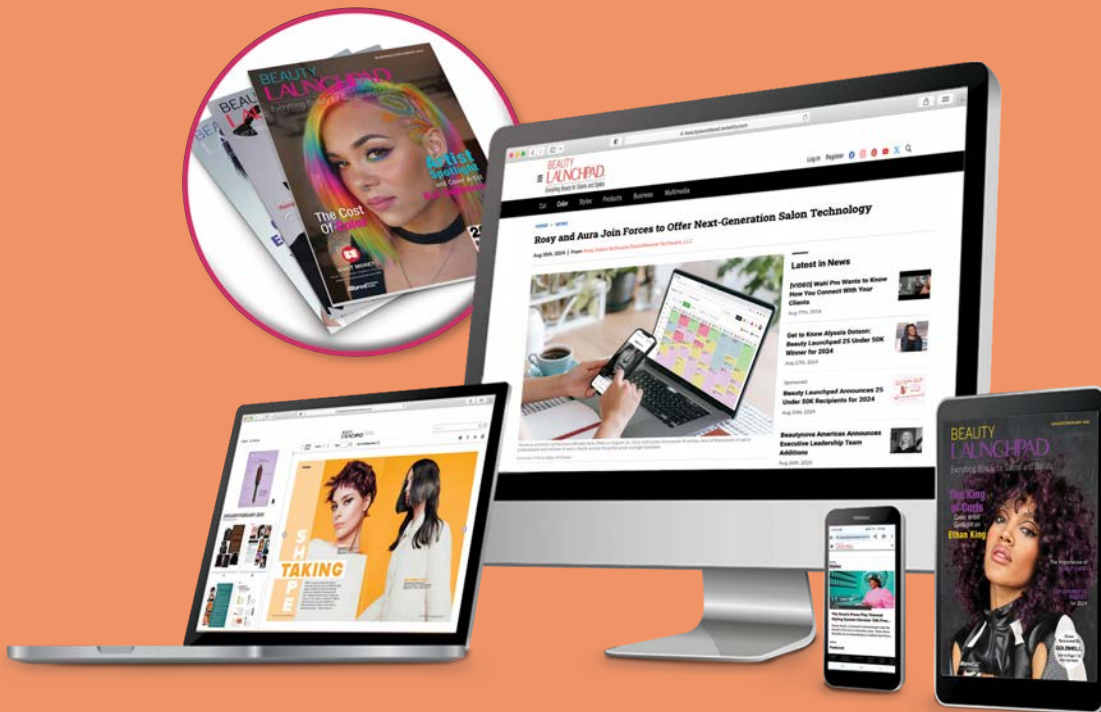


## Beauty Launchpad – Everything Beauty for Salons & Stylists



### Shine Bright With Bright Artists

The salon industry is vast and competitive, but bright lights of talent and creativity shine within it, perfecting their craft, thinking outside of the box and answering the unique request of everyone that sits in their chair. These are the readers of *Beauty Launchpad*—the stylists and salon owners driven to never stop learning, never stop growing and never stop bringing the very best to their clientele. To do this, these artists and owners have to always be on the cusp of emerging trends and in the salon industry, they have to be knowledgeable to the latest business practices in the salon and their techniques have to be top notch.

That is where *Beauty Launchpad* comes in, providing those artists with the technique, trends, and business education they need to see success in salon. We empower those salon professionals to be their best selves and continue moving this wonderful industry forward. In the competitive salon industry, who do you want using your brand? *Beauty Launchpad* may not be able to put you in the hands of everyone, but we can put you in the hands of this industry's brightest.

*Gabby Bach*

**Gabby Bach**  
Associate Managing  
Editor, *Beauty Launchpad*

## What is *Beauty Launchpad*?

*Beauty Launchpad* is the premier resource for the latest trends, business tips, techniques and products for the professional salon industry. Our vision is to inspire, educate and elevate salon owners, stylists, colorists and men's groomers to excel behind the chair—and beyond.

## Why It's Important\*

- The professional salon industry comprises more than 900,000 businesses.
- 63% of consumers trust products they find on Instagram, the most.
- The US salon market is valued at \$52.2 billion.
- The industry is projected to expand at a CAGR of 7.55% from 2023 to 2030.
- Hair-cutting and styling are the highest revenue-generating services in the industry at 62%.



**Salon Professional Industry** valued globally at more than

**\$230.64 billion.\***

\*Sources: Fortune Business Insights, Trafft, IBIS World

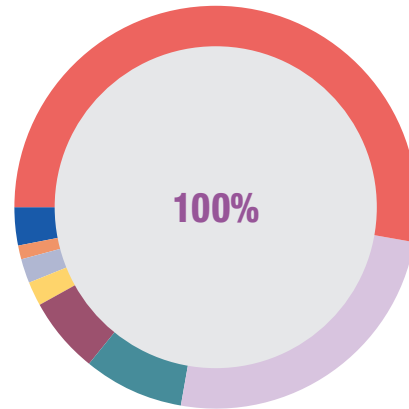
# AUDIENCE WHO WE REACH

Angelina Lutsenko  
Business Development Manager  
angelina@allured.com  
630-344-6052  
[www.beautylaunchpad.com](http://www.beautylaunchpad.com)

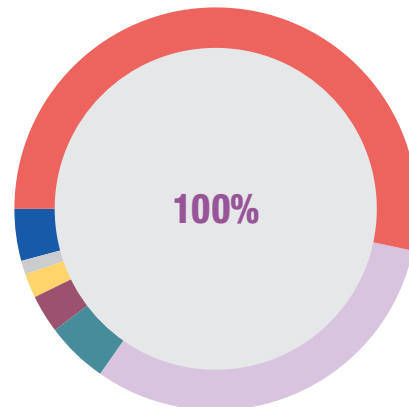
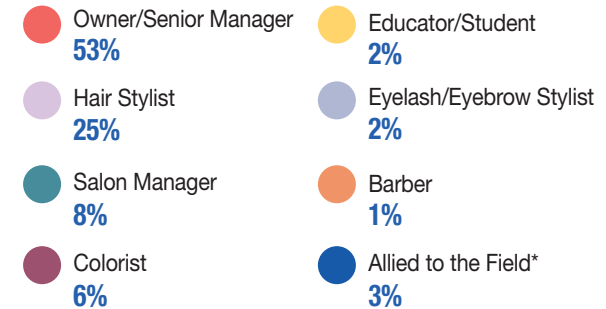
**BEAUTY  
LAUNCHPAD**  
Everything Beauty for Salons and Stylists



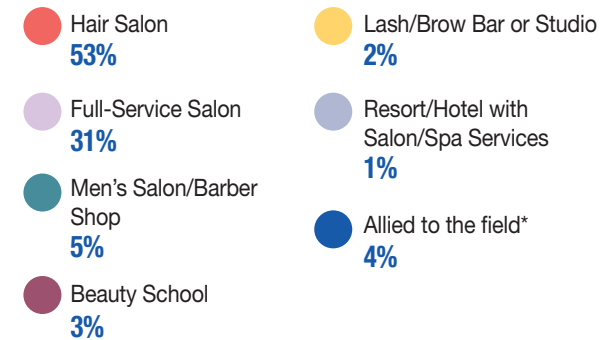
Total Market Reach – 90,000



## Primary Job Functions



## Primary Business Types



\*The Stylist News: We are in the process of converting the file to Beauty Launchpad subscriptions. The Stylist News is cosmetologists & salon owners.

# AUDIENCE HOW WE REACH THEM

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**BEAUTY  
LAUNCHPAD**  
Everything Beauty for Salons and Stylists

The leading multichannel information platform to reach **90,000** unique Beauty and Salon Professionals.

**Magazine** Subscribers  
 **59,000**

**Daily Newsletter** Subscribers  
 **40,000**

**Dedicated E-blast** Subscribers  
 **30,000**

**Website** Visitors (Monthly Avg.)  
 **38,300**  
Registered Website Users: 6,400

**Social Media** Followers  
 **923,000+**

# AUDIENCE PURCHASING POWER\*

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630-344-6052  
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**BEAUTY  
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## Purchasing Power

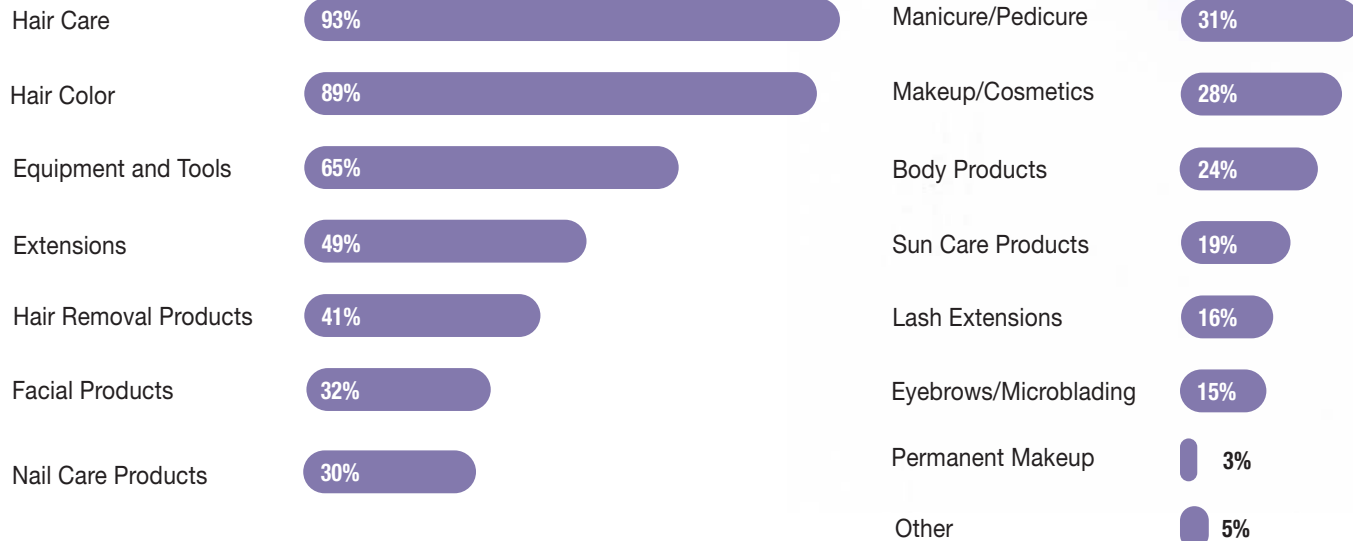
# 97%

Are the Sole Decision  
Maker, Part of a Decision  
Making Team or Influence  
Decision Makers

## Number of Chairs in Salon

- 54%** 5 or Less Chairs
- 31%** 6 - 11 Chairs
- 11%** 12 - 19 Chairs
- 4%** 20 + Chairs

## Products Purchased



\*Publisher's Data