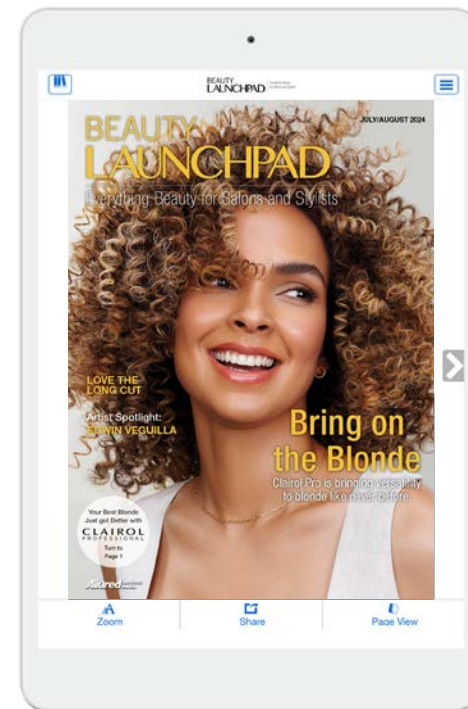


Make an impact with over 59,000 hair salon professionals that read educational articles on hair trends, products and news

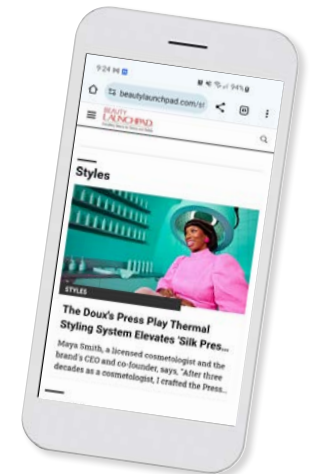
Advertise in the leading professional hair salon resource dedicated to the latest industry trends, news and products for salon owners, stylists and colorists.



Print Edition



Digital Edition



MAGAZINE EDITORIAL ADVISORY BOARD

Angelina Lutsenko
Business Development Manager
angelina@allured.com
630-344-6052
www.beautylaunchpad.com

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



Josh Boynton (@josh.does.hair)
Josh is a 25-year-old haircolor specialist located outside of Nashville. He has been licensed for six years and is an educator for @Guy_Tang #MyDentity and an advocate for Olaplex.



Dawn Bradley (@dawnbradleyhair)
Dawn is a mentor for creative service providers, teaching how to earn more while stressing less. She is the creator of Rock Your Business (a stress-free guide to earning six figures) and host of The Anxious Creative podcast.



Christin Brown (@curlfactor)
Christin encourages both pros and clients to embrace texture of all types, and is an Olaplex ambassador and Kenra Professional artistic creator.



Aymen Eldabli (@moheesco)
Aymen is a master colorist and salon owner with a focus on textured hair. He is also an educator and the CEO of Blonde Solutions.



Elizabeth Faye (@heyelizabethfaye)
Elizabeth is known for her hair-painting education, world-class Hair Love Retreat, business coaching and color program, The Workshop In a Box.



Chad Kenyon (@chadkenyon)
Chad is a celebrity colorist, Olaplex ambassador and creator of Colormelt. He is based in Los Angeles and works behind the chair at Ramirez Tran Salon.



J Ladner (@itsmrjladner)
J is a stylist based in Los Angeles. He is also an independent educator, author, co-creator of the No Stylist Left Behind podcast, and Oligo Professionnal digital creative director.



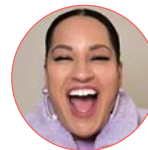
Larisa Love (@larisadoll)
Larisa is an educator and salon owner based in Los Angeles who seeks to empower her industry peers. She is also the brand ambassador for Joico and creator of her eponymous salon apparel line.



Missy Megginson (@soyoureahairstylist)
Missy is a stylist of 19 years, salon owner, beauty business educator and Alfaparf brand ambassador.



Keya Neal (@keyaartistically)
Keya is an industry activist, diversity and inclusion strategist through her Texture vs. Race initiative. She is a texture specialist, educator, ABCH-certified, and member of Intercoiffure.



Paula Peralta (@hairbypaulaperalta)
Paula is a Los Angeles-based salon owner and artistic director for John Paul Mitchell Systems.



Sofie Pok (@staygold31)
Sofie is a global barber educator with BaBylissPRO and a brand ambassador for Mizutani, in addition to being the co-creator of the STMNT grooming collection for men. Along with a rich career in the hair and grooming industry, Sofie is also a professional videographer, and has shot videos for talent including Usher, Ciara and more.



Casey Powell (@updoguru)
Casey is a cosmetologist of 18 years, owner of JawDropper Salon in Jacksonville, Florida, and has a luxury on-location hairstyling business that takes her all over the world. As @updoguru on Instagram, Casey's stunning architectural creations have been referred to as America's answer to Russian hairstyling.



Tippi Shorter (@tippishorter)
Tippi is the founder of Texture Hair Elevated, a platform that educates beauty pros on how to work on myriad curl types, and is also the global artistic director for Mizani and a color artist for L'Oréal Professionnel. She is a celebrity stylist, who counts Alicia Keys, Rihanna, Lady Gaga and Jennifer Hudson as clients.



Olivia Smalley (@omgartistry)
Olivia's vast experience in the professional beauty industry, plus a substantial and engaged social media following along with her degree in videography, makes her an expert in creating viral content that appeals to both pros and consumers.



Nina Tulio (@ninatulio)
Nina is an industry-leading salon business consultant, speaker, and educator helping salon owners and stylists around the world to grow their business along with their confidence. She is also the co-creator of the No Stylist Left Behind podcast.

MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across *Beauty Launchpad's* media universe throughout the year.

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JAN/FEB THEMES

WELLNESS

- Physical/Mental Health
- Wellness Products

BRUNETTES

- Brunette Color Dye & Developer
- Color Tools
- Color Supplies
- Brunette Color Care

TOP 20 SALONS

- Shears, Razors, Clips
- Hair Cleansing & Care
- Hair Treatment Products
- Hair Tools
- Color

SUPPLIER INSIGHTS (DM)*

- New Product Releases

MAR/APR THEMES

ECO-CHIC

- Natural/Organic Products
- Eco Salon Supplies
- Sustainability
- Eco-Salon Tools

WEDDING

- Styling Products
- Hair

EXTENSIONS

- Wefts
- Tie-in Extensions
- Clip In Extensions
- Hair Cleansing & Care

SUPPLIER INSIGHTS (DM)*

- New Product Releases

BEAUTY BOX

Green Beauty Box

Magazine Due Dates

Editorial: 02/01/25
Ad Close: 02/05/25

Bonus Distribution:

Cosmoprof Bologna (DM)*
America's Beauty Show (ABS (DM)*)

MAY/JUN THEMES

30 UNDER 30

- Spotlights 30 Stylists Under 30 Years of Age

VIVIDS

- Vivid Colors
- Color Tools
- Color Supplies
- Vivid Color Care

BLONDES

- Blonde Shampoos & Conditioners
- Blonde Color Products
- Color Enhancement Products
- Color Tools & Supplies

SUPPLIER INSIGHTS (DM)*

- New Product Releases

BEAUTY BOX

Blondes Beauty Box

Magazine Due Dates

Editorial: 04/01/25
Ad Close: 04/04/25

Bonus Distribution:

Cosmoprof North America- Las Vegas

JUL/AUG THEMES

MEN

- Hair Loss Products
- Barbering Tools & Products
- Shaving Tools & Products
- Clippers
- Hair Thickeners

TRENDING CUTS

- Clippers
- Razors
- Shears
- Hair Cleansing & Care
- Hair Treatment Products
- Hair Tools

SCALP CARE

- Scalp Exfoliation Products/ Tools
- Scalp Treatments
- Supplements
- Dandruff products
- Scalp Instruments

SUPPLIER INSIGHTS (DM)*

- New Product Releases

BEAUTY BOX

Innovative Beauty Box

Magazine Due Dates

Editorial: 06/01/25
Ad Close: 06/06/25

SEP/OCT THEMES

REDS/COPPERS

- Red Color Dye & Developer
- Color Tools
- Color Supplies
- Red Color Care

TEXTURE/CURLS

- Cleansing & Care
- Cutting Tools
- Treatments
- Styling

25 UNDER 50K

- Spotlights 25 Stylists Under 50k Instagram Followers

SUPPLIER INSIGHTS (DM)*

- New Product Releases

BEAUTY BOX

Readers' Choice Beauty Box

Magazine Due Dates

Editorial: 08/01/25
Ad Close: 07/29/25

NOV/DEC THEMES

READERS' CHOICE

- Hair Care
- Cleansing & Care
- Cutting Tools
- Treatments
- Styling

BALAYAGE

- Dyes
- Color Tools
- Color Supplies
- Color Care

SALON SOFTWARE AND SUPPLIES

- Furniture
- Linens
- Shears
- Salon Tools
- Color Supplies

SUPPLIER INSIGHTS (DM)*

- New Product Releases

BEAUTY BOX

Readers' Choice Beauty Box

Magazine Due Dates

Editorial: 10/01/25
Ad Close: 10/06/25

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Angelina for up-to-date show distribution information.

Media Kit 2025 Beauty Launchpad | www.beautylaunchpad.com

***(DM) - Digital Magazine**

MAGAZINE PRODUCT ROUNDUP

Angelina Lutsenko
Business Development Manager
angelina@allured.com
630-344-6052
www.beautylaunchpad.com

**BEAUTY
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Product Roundup Program for magazine display advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Beauty Launchpad's* Product Roundup program. This special Product Roundup program extends your reach and frequency by more than 400% and includes marketing inquiries.

Benefits

1. As a **magazine** display advertiser, you'll receive additional coverage in the very popular news sections of the magazine.
2. Following the coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *Beauty Launchpad's* website and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *Beauty Launchpad's* daily newsletter and social media channels.

Marketing Inquiries

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive email contact information to follow up with an e-blast on the products you featured.
2. Best Practice – for following up on marketing inquiries: Offer qualified prospects more information about your new product and special offers to build more engagement.

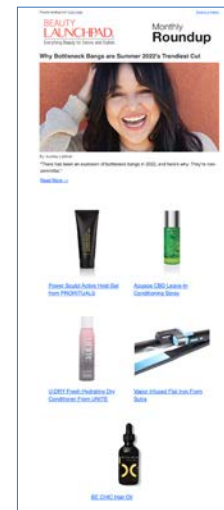
Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Beauty Launchpad* magazine in 2025.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

Material Specifications and Deadlines

Qualifying advertisers will receive an email with a link to submit the following:

1. A 50-word product or service description
2. A single image—Image requirements: .jpg, .gif or .png, at 300 dpi. No company logos, trademarks or additional verbiage on images.
3. A URL link to the specific product page on your website
4. Your company name, phone number and website as you would like it to be seen



MAGAZINE COVER SPONSORSHIP

Angelina Lutsenko
Business Development Manager
angelina@allured.com
630-344-6052
www.beautylaunchpad.com

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

Ensure your position in the industry is a statement in itself.

The accompanying 4-page folio will educate the *Beauty Launchpad* audience on your thought leadership in an area you wish to push to the forefront.

Beauty Launchpad – Everything Beauty for Salons & Stylists

Beauty Launchpad is the 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 and colorists to excel behind the chair—and beyond.

Cover Image Examples

Images should be dramatic, fashion-forward and hair focused.

All cover images need to be vertically oriented.



Designers work with the scale and crop of each image to arrive at a final cover.

Example shows original image and how it can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →

Final Cover Image - cropped

MAGAZINE COVER SPONSORSHIP CONT'D

Angelina Lutsenko
 Business Development Manager
 angelina@allured.com
 630-344-6052
 www.beautylaunchpad.com

BEAUTY LAUNCHPAD
 Everything Beauty for Salons and Stylists

The cover sponsorship allows you to provide the image for *Beauty Launchpad's* cover. This gives you the opportunity to use an image of your choice to tie in with your brand in the minds of our subscribers.

Inside the magazine our editors will help you create a 4-page story specifically about your products, company, and unique value proposition. Below are some design examples of what it might look like. In addition to going into *Beauty Launchpad* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio that becomes a web exclusive
- Mentioned in editor's note
- Included 3x in *Beauty Launchpad* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

Rate: \$22,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle

HAIRSTORY Great For Your Hair, Great For Our Planet

We all want our clients to leave with great hair. What if you could do that with gentle ingredients, less environmental impact and less products, yet make more money and with education that was exactly what you needed? That might sound impossible, but it's all reality with Hairstory.

Meet Wes Sharpton, Hairstory Educator

HAIRSTORY DOES YOUR BEST FOR YOU? I wanted something as simple as you would find me in my hair salon and styling place. I moved to New York City after my fiancé lost his job at Google in Seattle. I was excited to start my own salon. I didn't like the way the other salons were run and I was going to have the best salon. What I wanted was a place where I could have the salon manager and owner, "I'm going to have the best salon." When I started in New York, I was happy to see that I was going to have the best salon. I was going to have the best salon. I was going to have the best salon.

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Example 4-Page Folio

4 Lived-In Looks From Wes

In this feature, we'll take a look at how Wes, our educator, uses our products to create four different looks for his clients. He'll show you how to use our products to create these looks and how to use our products to create these looks. He'll show you how to use our products to create these looks and how to use our products to create these looks. He'll show you how to use our products to create these looks and how to use our products to create these looks.

Like Shampoo, But Good for Hair

Hairstory's first-of-its-kind, cleansing clean New Wash gives clients what they need: easy styling. The custom formula nourishes, cleans, detangles, conditions, strengthens, and repairs hair, all in one step.

Join Hairstory Pro: Make You And Your Client Happy!

Are you passionate about giving your clients the best hair, happiest hair ever? How about without using harsh soaps and damaging detergents found in traditional shampoos? We love for you to join our community of professional hairstylists.

Special Pricing for Your Salon

Join Here to Clarify New Wash

Get All the Details

Do I have to carry inventory?

Do I have to be a professional hairdresser?

MAGAZINE ADVERTISING SPECIFICATIONS

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www.beautylaunchpad.com

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

Reach over 59,000 qualified subscribers dedicated to hair salon services.

Printing: Four-color (CMYK) web offset

Binding: Saddle-Stitch

Paper: Cover 100# with a Matte varnish, 50# gloss text

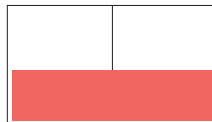
Proofs: No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards. If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

ADVERTISING SIZES All dimensions are width by height.



Spread

Trim 16.376" x 10.875"
416 mm x 277 mm
Bleed 16.751" x 11.25"
425 mm x 283 mm



1/2-page horizontal spread

Trim 16.376" x 5.333"
416 mm x 135 mm
Bleed 16.626" x 5.458"
422 mm x 138 mm
Note: Bleeds 1/8" left, right and bottom of spread



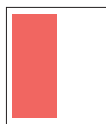
1/3-page vertical

2.167" x 10"
55 mm x 254 mm



Full page

Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125" (1/8" bleed)
214 mm x 282 mm



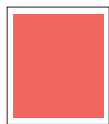
1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



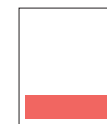
Live Area

7" x 10"
176 mm x 252 mm



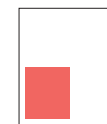
1/2-page horizontal

7" x 4.833"
178 mm x 123 mm



1/4-page horizontal

7" x 2.333"
178 mm x 59 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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BEAUTY
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ELECTRONIC FILES

PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your sales representative.

Professional Tip: *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEGs are accepted, but must be 300 dpi resolution or higher.
Web graphics will not work.
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Please do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

SENDING FILES

If your file is 20 MB or smaller, email it to Ethan Grisham at egrisham@allured.com. Please indicate which magazine and issue the ad is for.

- For larger files, send through free large file transfer online services, such as Dropbox, WeTransfer, TransferBigFiles, etc.

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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**BEAUTY
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DIGITAL EDITION ADVERTISING

Issue Ready E-mail & Digital Edition Banner Ad (includes Mobile Ad)

Rate: \$3,525

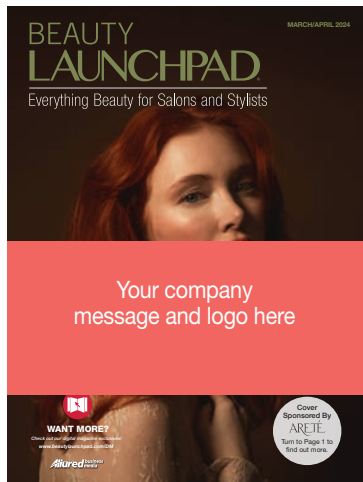
Issue Ready Email Ad 300 x 250 px, 72 dpi

Reader Banner Ad 728 x 90 px, 72 dpi

Mobile Banner Ad 320 x 50 px, 72 dpi

Belly Band 7.875" wide x 4"-5" tall

Rate: \$6,900



Digital Belly Band

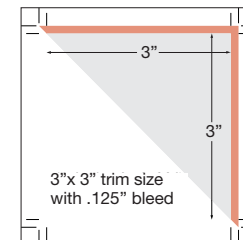
COVER CORNER

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the top right

Cover Corner: \$2,795

Cover Corner With Ad: \$2,350



Excellent content marketing lets you control the conversation while amplifying your brand awareness.

This is your opportunity to **educate hair professionals** on your offerings, demonstrate thought leadership and build trust within the industry. Provide in-depth information on your products, including benefits and best practices, or talk about your positive impact on the industry.

2-Page Advertorial

A 2-page layout will fit approximately 800-1,000 words, 2-3 images and one headshot.

Who You Reach

Qualified Hair Salon Professionals across multiple media channels.

- 59,000 Magazine Subscribers
- 40,000 Daily Newsletter Subscribers
- 6,400 Registered Website Users
- 38,300 Monthly Website Visitors
- 923,000 Social Media Followers

What's Included

- Placement in the magazine
- 10 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as "Sponsored"
- 60 day marketing push marketed as a Web Exclusive
- 3x inclusion in the daily newsletter
- Rotating website listing in Sponsored Positions
- Cross-posted on social media
- PDF content asset for your website or to use for marketing purposes
- Automated Reporting

Rates

2 Page Advertorial (Supplied*)	\$8,150
2 Page Advertorial (Q&A Interview**)	\$9,100
Per Additional Page (after 2 pages)	\$2,525

*Supplied: You supply production ready content & images, we lay out the article.

**Q&A Interview: You participate in an interview, supply images and we write, edit and lay out the article.