

Be a part of over 40,000 beauty & salon professionals' daily routine!

## Beauty Launchpad Covers Daily

- Trends in Hair
- New Product Launches for Hair Professionals
- Salon Business Tips
- Creative Hair Looks
- Industry News
- Web Exclusives
- Interviews with Industry Experts
- How-To Hair Cuts, Color and Style
- Upcoming Hair Awards

## What's Included

- Delivered 5x a week, Monday – Friday
- Text Ads offer marketing inquiries to grow your database of qualified names
- Text Ads & Banner Ads - Lead generation form available when 4 weeks or more of banner ads or text ads are booked. You can drive direct lead generation by offering must-read downloads and/or a highly engaging “call to action” that will drive leads.

Newsletter Advertising	Newsletter Only	Multi-Program Rate
Text Ad with Marketing Inquiries	\$3,300	\$2,775
300 x 250 px Display Ad	\$2,750	\$2,300

Must book at least 4 weeks before run date.  
Material is due 2 weeks before run date.

## Press Release (PR) Submissions:

To expedite your press releases for publication, please submit your new product releases online at <https://www.beautylaunchpad.com/page/submit-product>

**PR Contact:** Gabby Bach, [gbach@allured.com](mailto:gbach@allured.com), 630-344-6067

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

## Newsletter

**3 Hair Color Transformations for Gold Metal Athletes Venus Williams, Aly Raisman and Megan Blunk**



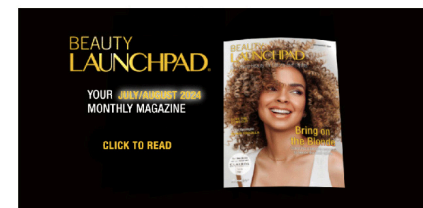
As part of Schwarzkopf Professional's Up Your Hair Game campaign, three gold metal winning athletes received hair color transformations from pro colorists. Get the formulas for their looks.

[Read More →](#)

## DESIGNME HOLD.ME Styling Stick

Slick, style and slay every hairstyle with DESIGNME's HOLD ME styling stick!

[Read More →](#)



## Would you listen to a podcast from Beauty Launchpad?

Beauty Launchpad wants to know if you would listen to a weekly podcast from us where we interview hair professionals. Let us know by taking this quick poll.

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