

MAGAZINE PRODUCT ROUNDUP

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

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

