

Educate, inspire and empower over 228,000 of *Skin Inc.*'s engaged spa professionals with your offerings

133,000+ Instagram Followers

- 4.41% Engagement Rate
- 5.52K Saves Per Month
- 909K Impressions Per Month

95,000+ Facebook Followers

- 1.25% Engagement Rate
- 1.2K Average Clicks Per Post
- 92K Average Reach Per Month
- 132K Average Impressions Per Month
- 26K Average Impressions Per Month

Add Eye Lash Instagram to Your Program \$700

- 67K Lash Enthusiasts and Professionals
- 900K Average Reach Per Month
- 1.3M Average Reach Per Post
- 5.6K Average Saves Per Post
- 1.5M Impressions Per Month

Programs Available

All materials are to be supplied by the client unless otherwise specified.

Social Media Post a la carte \$1,175

- Instagram Post
- Instagram Story with Sticker Link
- Instagram Reel + Story with Sticker Link
- Facebook Post

Social Media Package \$2,325

- Facebook Post
- Instagram Post
- Instagram Story with Sticker Link

Instagram Weekly Product Unboxing \$2,895

- Your products will be the first unboxed with inclusion in the description and 3 hashtags.

Facebook & Instagram Live \$5,675

- Instagram & Facebook Post
- Instagram & Facebook Story with Sticker Link
- 1 Article on *Skin Inc.*'s website recapping the live event and shared in the daily newsletter (written by Editor)
- Live feed will be shared on *Skin Inc.*'s Instagram and Facebook pages after the live event

Instagram Giveaway to Grow Followers \$2,895

- Instagram Post
- Instagram Story with Sticker Link
- Original Content (written by Editor)
- *Skin Inc.* manages winner selection & communication

Instagram Story Takeover \$3,995

- Instagram & Facebook Post before the takeover
- 24-hour exclusivity after initial post
- Content to remain in Stories Highlights for at least 30 days

Choose from two options:

1. Pre-Produced

- *Skin Inc.* posts up to 9 pre-produced slides (supplied by the client)
- We recommend including a variety of content
- Can include videos, sticker links, polls, questions, etc.
- Brand tagged on every slide
- Up to 3 hashtags per slide

2. In-the-Moment Takeover

- Brand/Educator responsible for all content
- Your artist or educator has access to *Skin Inc.*'s Instagram page for 24 hours
- Good for education or event coverage
- Can go Live during takeover