

Nailpro – The Art and Business of Nails



Shine Bright With Bright Artists

The nail 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 *Nailpro*—the nail technicians 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 nail industry, they have to be knowledgeable to the latest business practices in the nail salon and their techniques have to be top notch. That is where *Nailpro* comes in, providing those artists with the technique, trends, and business education they need to see success in nails. We empower those nail professionals to be their best selves and continue moving this wonderful industry forward.

In the competitive nail salon industry, who do you want using your brand? *Nailpro* 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.

Jacquelyn Mueller

Jacquelyn Mueller
 Associate Managing Editor
Nailpro

What is *Nailpro*?

As the premier resource for all things nails, *Nailpro* covers worldwide trends, techniques, innovative products and tools, vast color collections, business advice and nail health. *Nailpro* serves cutting-edge nail salon owners and nail technicians to help them. Improve upon their craft and cultivate their client base and portfolio.

Why It's Important*

Nail care is important not only for cosmetic reasons but for health as well. The nail industry is constantly evolving, where a simple manicure and pedicure have expanded into nail art. Nail creation requires not only skill and patience but also creativity and artistry now. It goes beyond serving as a source of income and has become a long-term career and passion. In addition to staying on the cutting edge, *Nailpro* delivers the education, resources and news that nail professionals need to know and deserve as the market grows.

- The global artificial nails market is predicted to grow at a CAGR of 13% from 2024 to 2032.
- The global nail polish market is expected to reach \$33.5 billion by the end of 2033.
- The gel polish market is estimated to grow at a CAGR of 6.25% through 2032.
- There are over one million hair and nail businesses in the U.S.
- The demand for nail technicians is high, and it is expected to grow by 9% between 2022 and 2032.

The global nail care market is expected to grow at a **CAGR of 5%** between 2024 and 2032.

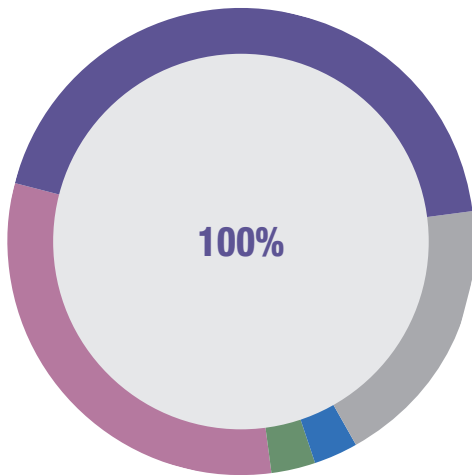
*Sources: Spherical Insights, Grand View Research, LinkedIn, U.S. Bureau of Labor Statistics

AUDIENCE WHO WE REACH

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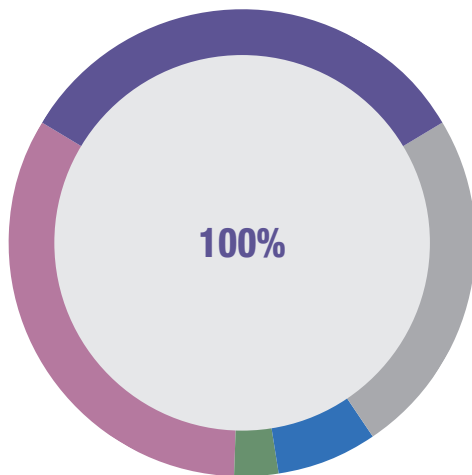
NAILPRO
THE ART AND BUSINESS OF NAILS

Total Market Reach- 49,000



Primary Job Functions

- Owner/Senior Manager **44%**
- Nail Technician **19%**
- Cosmetologist **3%**
- Educator/Student **3%**
- Allied to the Field **31%**



Primary Business Types

- Nail Salon **33%**
- Full-Service Salon **24%**
- Day Spa **7%**
- Beauty School **3%**
- Allied to the Field **33%**




AUDIENCE HOW WE REACH THEM

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NAILPRO
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The leading multichannel information platform to reach **49,000** unique Nail Professionals.

Magazine Subscribers
 **39,000**

Website Users (Monthly Avg.)
 **56,000**
Registered Website Users: 9,000

Daily Newsletter Subscribers
 **24,000**

Social Media Followers
 **1,644,000+**

Dedicated E-Blast Subscribers
 **22,000**

Nailpro Show Attendees
 **400+**

 **NAILPRO**
NAIL SHOW

AUDIENCE PURCHASING POWER*

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NAILPRO
THE ART AND BUSINESS OF NAILS

Purchasing Power

96%

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

Number of Manicure/Pedicure Stations

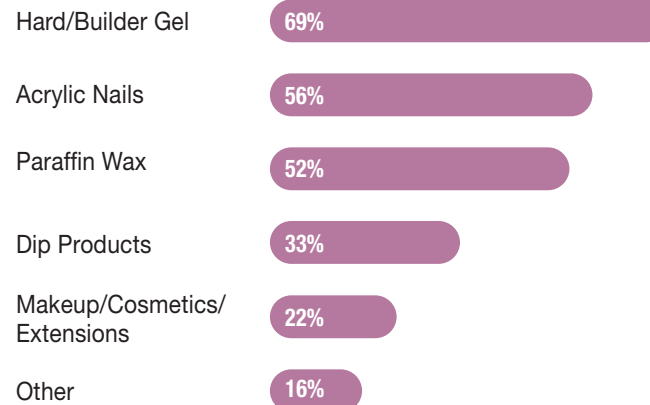
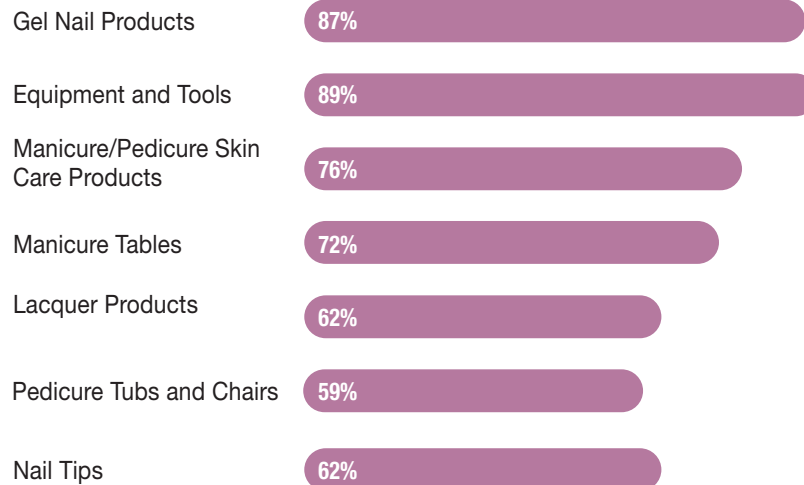
79% 3 or Less Stations

9% 4 - 9 Stations

4% 10+ Stations



Products Purchased



*Publisher's Data