

NAIL KNACKS BOX

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Put your products in the hands of professional influencers!

How It Works

This seeding campaign generates buzz and raises awareness around the featured products and brands. By leveraging the influence and reach of the 50 participating nail professionals, the campaign encourages their followers and the *Nailpro* audience to make more informed choices when it comes to their products. The influencers are encouraged to share their experiences with the Nail Knack Boxes on their social media platforms. This can be anything from an honest review to a product round-up to generate authentic, relatable content that sparks conversations around the featured brands and products.



Box Theme	Closing Date	Materials Due	Box Ship Week
Spring (April)	February 7th	March 7th	Week of April 14th
Summer (August)	June 6th	July 11th	Week of August 11th
Fall (October)	August 1st	September 5th	Week of October 13th
Winter (December)	October 10th	November 8th	Week of December 16th

Packages*

Gold Box Program	Silver Box Program	Bronze Box Program
<ul style="list-style-type: none"> • Inclusion in the box • Full page ad in matching issue • Product listing on Nail Knacks page • Instagram Story • Partner Solutions E-Blast 	<ul style="list-style-type: none"> • Inclusion in the box • Full page ad in matching issue • Product listing on Nail Knacks page 	<ul style="list-style-type: none"> • Inclusion in the box • Product listing on Nail Knacks page
\$11,025	\$6,615	\$4,725

*Each box will be limited to no more than 8 offerings and will be presented in the same dimensions to simplify production. Material guidelines will be sent after purchase.