

Excellent content marketing lets you control the conversation while amplifying your brand awareness.

This is your opportunity to **educate hair professionals** on your offerings, demonstrate thought leadership and build trust within the industry. Provide in-depth information on your products, including benefits and best practices, or talk about your positive impact on the industry.

2-Page Advertorial

A 2-page layout will fit approximately 800-1,000 words, 2-3 images and one headshot.

Who You Reach

Qualified Hair Salon Professionals across multiple media channels.

- 59,000 Magazine Subscribers
- 40,000 Daily Newsletter Subscribers
- 6,400 Registered Website Users
- 38,300 Monthly Website Visitors
- 923,000 Social Media Followers

What's Included

- Placement in the magazine
- 10 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as "Sponsored"
- 60 day marketing push marketed as a Web Exclusive
- 3x inclusion in the daily newsletter
- Rotating website listing in Sponsored Positions
- Cross-posted on social media
- PDF content asset for your website or to use for marketing purposes
- Automated Reporting

1-Page Advertorial

A 1-page layout will fit approximately 400-600 words, 1-2 images and one headshot.

Who You Reach

Qualified Hair Salon Professionals across multiple media channels.

- 59,000 Magazine Subscribers

What's Included

- Placement in the magazine
- 5 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as "Sponsored"
- PDF content asset for your website or to use for marketing purposes

Rates

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|--------------------------------------|----------------|
| 1 Page Advertorial (Supplied*) | \$4,300 |
| 1 Page Advertorial (Q&A Interview**) | \$5,250 |
| 2 Page Advertorial (Supplied*) | \$8,150 |
| 2 Page Advertorial (Q&A Interview**) | \$9,100 |
| Per Additional Page (after 2 pages) | \$2,525 |

*Supplied: You supply production ready content & images, we lay out the article.

**Q&A Interview: You participate in an interview, supply images and we write, edit and lay out the article.