

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

This is your opportunity to **educate nail professionals** on your nail offerings, demonstrate thought leadership and build trust with industry professionals. Provide in-depth information on your products or tell your story and your positive impact on the industry. When the advertorial is complete, you'll receive a **content asset** for future use.

### 2-Page Advertorial

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

### Who You Reach

Qualified Nail Professionals across multiple media channels.

- 39,000 Magazine Subscribers
- 24,000 Daily Newsletter Subscribers
- 9,000 Registered Website Users
- 56,000 Monthly Website Visitors
- 1.6M 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

### Rates

2 Page Advertorial (Supplied*)	<b>\$6,450</b>
2 Page Advertorial (Q&A Interview**)	<b>\$7,395</b>
Per Additional Page (after 2 pages)	<b>\$2,525</b>

\*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.