AUDIENCE

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www.beautylaunchpad.com

BEAUTY LAUNCHPAD
Everything Beauty for Salons and Stylists

Beauty Launchpad



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As the world of beauty continues to connect at events, tradeshows and through social media, the professional community is sharing more.

Tips, techniques, product faves, and go-to tools are being shared during these critical moments of connection, and we pride ourselves on our presence and contribution to those conversations. Through the magazine, social media, and web, we are helping beauty pros make decisions on trends, products, and professional opportunities.

We make good on our commitment to nail and hair professionals striving for excellence by capturing the stories, trends, and industry news that they should be aware of to stay in control of their growth. These professional manicurists and hairstylists are the best of the best and constantly on the move, so Beauty Launchpad makes it easy for them to tune in wherever there's wifi.

With more beauty brands aiming to be pro-first, now is the time to get in front of the *Beauty Launchpad* community, where we support, uplift and empower the people using your products and tools day-to-day.

Emmanuel Henderson

Emmanuel Henderson
Content Director, *Beauty Launchpad*

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What is *Beauty Launchpad*?

Beauty Launchpad is the premier resource for the latest trends, business tips, techniques and products for the professional salon industry. Our vision is to inspire, educate and elevate salon owners, cosmetologists, hair professionals and nail technicians to excel.



The Stakes are High

- The professional salon industry comprises more than **900,000 businesses**.*
- **63%** of consumers trust products they find on Instagram, the most.*
- The US salon market is valued at **$52.2 billion**.*
- The industry is projected to expand at a **CAGR of 7.55%** from 2023 to 2030.*
- Hair-cutting and styling are the highest revenue-generating services in the industry at **62%**.*

Partnering with *Beauty Launchpad* provides you with unparalleled access, exposure and reach to our audience. Strategically tailoring a yearlong campaign, that aligns with your goals is a good way to navigate an ever evolving industry.

SALON PROFESSIONAL INDUSTRY VALUED GLOBALLY AT MORE THAN

$230.64 billion.*

**Sources: Fortune Business Insights, Trafft, IBIS World*

2026 CONTINUITY PROGRAMS

NEW! IN 2026

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Generate long-term momentum for your brand with Continuity Programs from *Beauty Launchpad*.

Customized advertising packages are designed to be flexible and tailored to your needs and budget. These programs work most effectively when recommended products align best with *your* brand and product goals.

Maintaining continued engagement with a targeted audience is an essential part of an optimized strategy. You build stronger brand loyalty with consistency in messaging throughout the year and it provides the greatest opportunity to achieve a solid return on investment (ROI).

IMPACT (CONVERSION) CAMPAIGNS

The name says it! Impact campaigns are hard hitting and ideal for launches or rebranding efforts.

This conversion-focused strategy begins with awareness ads, builds audience education and excitement and concludes with appeals for action.

FREQUENCY (AWARENESS) CAMPAIGNS

Can you repeat that?

Frequency campaigns build brand awareness and recognition through repetition, using varied but consistent branding materials to keep your brand top of mind, foster organic growth and prime audiences for conversions.

DOMINANCE (CONSIDERATION) CAMPAIGNS

A dominance campaign saturates media and positions you as an industry thought leader.

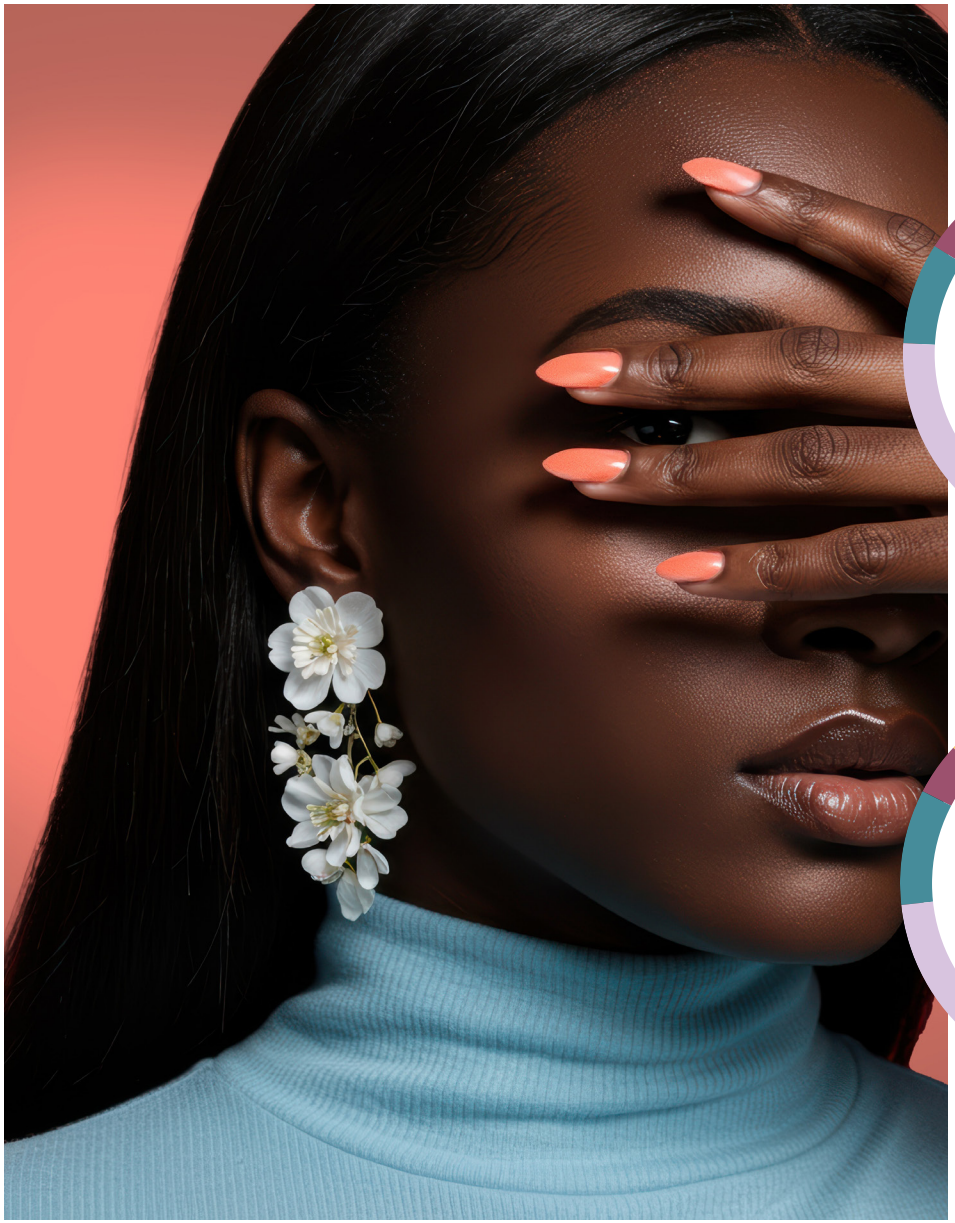
It focuses on strategic items aligned with this goal and emphasizes tailored content to outperform competitors and encourage consideration from the audience.

Please contact Jeb to talk about how a Continuity Program can work for your brand.

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WHO WE REACH

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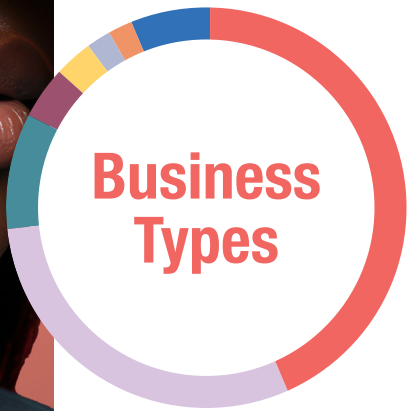
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Primary Market Reach



- 55% Owner/ Senior Manager
- 21% Hair Stylist
- 8% Nail Tech
- 6% Colorist
- 3% Educator/ Student
- 2% Eyelash/ Eyebrow Stylist
- 1% Barber
- 1% Cosmetologist
- 3% Allied to the Field/ Enthusiast*



- 43% Hair Salon
- 29% Full-Service Salon
- 9% Nail Salon
- 4% Beauty/ School
- 3% Men's Salon/ Barbershop
- 2% Resort/Hotel with Salon/Spa Services
- 2% Salon Suite or Chair/Booth Renter
- 6% Allied to the Field/ Enthusiast*

**The Stylist News: We are in the process of converting the file to Beauty Launchpad subscriptions. The Stylist News is cosmetologists & salon owners.*

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HOW WE REACH THEM

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Beauty Launchpad is the leading multi-channel information platform to reach unique Beauty and Salon Professionals.

Magazine Subscribers
50,000

Newsletter Subscribers
18,500

Dedicated E-blast
21,000

Partner Solutions E-blast
20,500

Website Visitors (Monthly Avg.)
19,500
Registered Website Users: 9,000

Social Media Followers
903,000+

AUDIENCE PURCHASING POWER*

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Purchasing Power

97%

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

Number of Chairs in Salon

54%	5 or less Chairs
31%	6–11 Chairs
11%	12–19 Chairs
4%	20+ Chairs

Products Purchased

Hair Care	93%	Makeup/Cosmetics	28%
Hair Color	89%	Body Products	24%
Equipment & Tools	65%	Sun Care Products	19%
Extensions	49%	Lash Extensions	16%
Hair Removal Products	41%	Eyebrows/Microblading	15%
Facial Products	32%	Permanent Makeup	3%
Nail Care Products	30%	Other	5%
Manicure/Pedicure	31%		



**Publisher's Data*