

MAGAZINE

Jeb Gleason-Allured
Group Publisher
jallured@allured.com
630-344-6069
www.beautylaunchpad.com

BEAUTY LAUNCHPAD
Everything Beauty for Salons and Stylists

Make an impact with over 50,000 salon professionals that read educational articles on hair trends, products and news.

Advertise in the leading professional salon resource dedicated to the latest industry trends, news and products for salon owners, stylists, colorists and nail technicians.



Print Edition



Digital Edition

EDITORIAL ADVISORY BOARD

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Presley Poe
[@presleypoe](https://www.instagram.com/presleypoe)

Presley is a curl enthusiast and educator that helps hairstylists find an easier understanding of hair cutting through her platform Gold Studio Academy. She is also the visionary and face behind Presley Poe & Friends, a yearly event that brings together the brightest names in the hair industry for community, connection and hands-on education.



Elizabeth Faye
[@heyelizabethfaye](https://www.instagram.com/heyelizabethfaye)

Elizabeth is a leader, advocate and voice for beauty and wellness professionals everywhere. She is best known for her world class healing retreats, masterminds and online courses through Hair Love University. She is the founder of The Vitality Project, the beauty industry's first workplace wellness program that plugs directly into schools, salons and spas worldwide.



Vivian Valenty, Ph.D.
[@nailpolishdoc](https://www.instagram.com/nailpolishdoc)

Vivian is the founder and president of VB Cosmetics and the creator and manufacturer of Dazzle Dry, a cruelty-free, non-toxic and fast-drying nail polish brand. She obtained her doctorate in chemistry from Penn State University and has been creating products for the professional nail industry for more than 33 years.



Kimberly Loomis
[@kimberlyloomis](https://www.instagram.com/kimberlyloomis)

Kimberly is the proud owner of Urban Posh Salon, a cruelty-free, vegan, sustainable and gender-neutral salon nestled in the heart of Columbus, OH. Alongside running her salon, she is the visionary behind Free Your Mind unbranded education and an advisor for the Green Beauty Community Foundation.



Mireya Villareal
[@mireya_villarreal](https://www.instagram.com/mireya_villarreal)

Mireya is a hairstylist with a deep commitment to giving back to the beauty industry. She is the founder of the beauty brand and corresponding 501(c)(3) non-profit Pink Pewter. She is also the visionary behind the Beauty Gives Back movement, dedicated to supporting current, aspiring and future generations of beauty professionals.



Sydney Ann Lopez
[@sydneyannlopezhair](https://www.instagram.com/sydneyannlopezhair)

Sydney is a vibrant force in the beauty industry, known for her bold fashion colors and dedication to helping hairstylists succeed on social media through her Social Acumen class. She is the co-owner of The Branded Salon, which creates custom branded salon essentials and apparel for beauty pros.



John Mosley
[@popular_nobody](https://www.instagram.com/@popular_nobody)

John is a barber and NAHA winning educator who remains humble and hungry. He is the creator of the Popular Nobody brand, which helps creatives build a brand that lasts through online education and mentorship.



Julie Kandalec
[@julieknailsnyc](https://www.instagram.com/julieknailsnyc)

Julie is a celebrity nail artist and educator that helps beauty pros become VIP beauty entrepreneurs through her platform Julie K Nail Academy. She is also the owner of the private nail studio Julie K Nail Atelier.



Patricia Reign
[@_radiantreign](https://www.instagram.com/_radiantreign)

Patricia is a 20-year licensed beauty professional, entrepreneur, educator and beauty journalist. She is the founder of Traveling Aura Mobile Spa, specializing in pampering and wellness.



Olivia Thompson
[@omgartistry](https://www.instagram.com/omgartistry)

Olivia's vast experience in the professional beauty industry, plus a substantial and engaged social media following, makes her an expert in creating viral content that appeals to both pros and consumers. She's also a blonde hair and extension specialist.



Scarlett Wooldrik
[@scarletts.nailss](https://www.instagram.com/scarletts.nailss)

Scarlett is a four-time award winning nail technician, based in Omaha, NE, known for her detailed nail art.



Hirsch Hunty
[@nailsbyhirsch](https://www.instagram.com/nailsbyhirsch)

Hirsch is an acclaimed nail artist and influencer best known for his eye-catching nail masterpieces. His unique and custom nail art is highly sought out in the Charlotte area and across the U.S.



Kristen Benstog
[@kristenbenstoghair](https://www.instagram.com/@kristenbenstoghair)

Kristen is a hairstylist and educator, who specializes in cuts and vivid colors. Through her platform, she aims to help clients and fellow stylists succeed as their best self.



Keya Neal
[@keyaartistically](https://www.instagram.com/keyaartistically)

Keya is an industry activist, diversity and inclusion strategist through her Texture vs. Race initiative. She is a texture specialist and NAHA winning educator.



Nina Tulio
[@ninatalvio](https://www.instagram.com/ninatalvio)

Nina is an industry-leading salon business consultant, speaker, and educator helping salon owners and stylists around the world to grow their business along with their confidence.



Nathan Nguyen
[@nailsbynathan](https://www.instagram.com/nailsbynathan)

Nathan is a licensed nail artist and owner of a boutique salon in Pittsburgh. He has over 10 years of experience creating custom designs for clients and celebrities.

MEDIA PLANNER

Themes listed are **examples of content** covered each month. All content listed each month **may not** be included.

WINTER JAN/FEB/MAR

Magazine Due Dates

Editorial: 12/12/25

Ad Close: 12/23/25

Bonus Distribution:

IBS New York & IECSC

New York

Cosmoprof Bologna (DM*)

America's Beauty Show (ABS)

(DM*)

WINTER Beauty Box

Closing Date: 12/12/25

Materials Due: 01/05/26

Ship Week of: 02/02/26

SALON ESSENTIALS

- Salon Software/Time Management Tools
- Business Tools
- Ergonomic Tools/Salon Chairs
- Health and Wellness Brands

LIVED IN COLOR

- Color Dye & Developer
- Color Tools
- Color Supplies
- Color Care

MENS/BARBERS/CUTS (DM)

- Barbering Tools & Products
- Shaving Tools & Products
- Clippers
- Razors
- Shears

NAIL WINTER WELLNESS/NAIL HEALTH

- Hand & Foot Masks
- Hydration (Cuticle Oils, Lotions, Creams, Butters)
- Cuticle Care (Tools & E-Files)
- Emerging Tools/Technology
- Strengtheners
- Nail Growth Treatments
- Base Coat

SANITATION (DM)

- Cleaning Products
- Sanitation Lights
- Sanitation Tools

ACRYLICS (DM)

- Acrylic Powders
- Dip Powders
- Nail Forms
- Files
- Brushes

SPRING APR/MAY/JUN

Magazine Due Dates

Editorial: 03/11/26

Ad Close: 03/25/26

Bonus Distribution:

Premiere Orlando

Cosmoprof North America-Las Vegas

SPRING Beauty Box

Closing Date: 03/11/26

Materials Due: 03/30/26

Ship Week of: 04/27/26

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BEAUTY LAUNCHPAD

Everything Beauty for Salons and Stylists

SUSTAINABILITY

- Natural/Organic Products
- Eco Salon Supplies
- Green Beauty Brands
- Eco-Salon Tools

SPECIAL OCCASION HAIR AND NAILS

- Updos
- Styling Products
- Styling Tools + Hot Tools
- Nude/Neutral Polishes
- Nail Art
- Nail Tips + Glue
- E-Files
- Nail Lamps

HAIR EXTENSIONS

- Wefts
- Tie-in Extensions
- Clip-in
- Extension Innovations

SPRING NAILS (DM)

- Pastel Lacquers, Gels, Acrylics
- Stamps, Stickers, Embellishments
- 3D Nails

VIVID/RAINBOW HAIR (DM)

- Hair Color
- Color Tools
- Color Supplies
- Dye + Developer

30 OVER 30 CONTEST

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Jeb for up-to-date show distribution information.

MEDIA PLANNER

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SUMMER JUL/AUG/SEP

Magazine Due Dates

Editorial: 06/05/26
Ad Close: 06/19/26

SUMMER Beauty Box

Closing Date: 06/05/26
Materials Due: 06/29/26
Ship Week of: 07/27/26

MENS/BARBERS/CUTS (DM)

- Barbering Tools & Products
- Shaving Tools & Products
- Clippers
- Razors
- Shears

BLONDE HAIR

- Hair Color
- Color Tools
- Color Supplies
- Dye + Developer

CURLS/TEXTURED HAIR

- Cleansing & Care
- Cutting Tools
- Treatments
- Styling
- Curl Cleansing
- Curl Treatments
- Curl Care Brands/Initiatives

SCALP CARE

- Headspa/Scalp Instruments
- Scalp Treatments
- Hair Loss Products
- Hair Thickeners
- Supplements
- Scalp Care Products
- Dandruff Products

PEDICURE

- Tubs/Thrones
- Pedicure Tools
- Foot Care
- Scrubs/Soaks

SUMMER NAIL ART TRENDS (DM)

- Neons
- Gels, Lacquers, Acrylics
- Nail Art Tools + Products
- Nail Care Tools + Products

25 UNDER 50K CONTEST

Editorial content is subject to change.

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BEAUTY LAUNCHPAD
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FALL OCT/NOV/DEC

Magazine Due Dates

Editorial: 09/09/26
Ad Close: 09/23/26

Bonus Distribution:
Cosmoprof North America-Miami (2027)

FALL Beauty Box

Closing Date: 09/09/26
Materials Due: 09/28/26
Ship Week of: 10/26/26

REDS/COPPER

- Color Dye & Developer
- Color Tools
- Color Supplies
- Color Care

BALAYAGE (DM)

- Color Tools
- Color Supplies
- Color Care

SALON STAPLES (DM)

- Salon Furniture
- Decor
- Apparel
- Backbar Basics

HAIR + NAILS TREND ROUNDUP

- Cut, Color, Style Trends
- Color, Design, Nail Art Trends

HALLOWEEN/HOLIDAY NAILS + NAIL ART

- Chromes
- Glitters
- Shimmers
- Metallics
- Cat Eyes
- Gel Paints
- Nail Art Tools
- Stamps
- Embellishments
- Foils

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Plan a yearlong campaign around our focus each issue

All themes are subject to change per editorial discretion.

WINTER Our first of the year, the Winter issue, focuses on fundamentals for beauty professionals. Exploring salon essentials for nails, barbering and lived-in color maintenance, including practical strategies and recommendations for professionals in the growth or maintenance stages. With winter's arrival bringing dry skin and other familiar obstacles, we're highlighting essential hydration treatments and products for healthy hair and nails. Plus, we're unlocking opportunities for stylists exploring barbering services for their clientele.

Lastly, the Winter 2026 Beauty Box features essentials for all salon experiences, curated for the pros looking to upgrade from the ground up.

SPRING Our Spring issue celebrates Earth Month, prioritizing the hair and nail brands' sustainability efforts through eco-friendly products and initiatives. Showcasing special occasion hair and nail looks from our community, including products and techniques focused on craft and business from experts. Additionally, we'll offer advice from specialists for creating vibrant vivid hair and pastel and 3D nails.

This issue will also announce our 30 under 30 contest Winners and feature our Spring Green Beauty Box!

SUMMER With summer in full swing, we're highlighting updates for blonde specialists! Coloring tips, tricks and trends straight from the experts. We also feature the latest treatments, products, tools and initiatives dedicated to the care and education of curly, coily and kinky hair types. In recognition of Hair Loss Awareness Month and the growing interest in trichology to better support clients, we'll explore products, services and treatments showing up.

This issue will also showcase trends in barbering and cuts, with the latest style, product and business trends for folks looking to expand and the experienced pros already behind the chair. For nails, readers will have the opportunity to delve into the opportunities and advancements of pedicuring.

Additionally, we'll be announcing our list of 25 Under 50K winners. The Summer '26 Beauty Box will debut with exciting new/emerging products shipped to readers committed to staying on the edge of beauty.

FALL The final issue of the year will be a reflection of beauty so far as we round up the most prominent trends in nails and hair. Reds, coppers and balayage specialists will share their tips and tricks for mastering these shades and techniques when they're most in demand.

With many a themed holiday party coming on, nails will experience a boom. We spotlight Halloween and Holiday nail art that you have to see to believe, plus the must-have products to bring these looks to life.

Salon or suite owners are not forgotten with furniture, decor, apparel, backbar basics, accessories and more spotlighted so you have what you need to build your home away from home—for you and your clients.

Finally, our Fall Beauty Box delivers end-of-year gratitude from us to the pros pushing the industry ever forward.

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Jeb for up-to-date show distribution information.

MAGAZINE PRODUCT ROUNDUP

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BEAUTY LAUNCHPAD
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Product Roundup Program for magazine display advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Beauty Launchpad*'s Product Roundup program. This special Product Roundup program extends your reach and frequency by more than **400%** and includes marketing inquiries.

BENEFITS

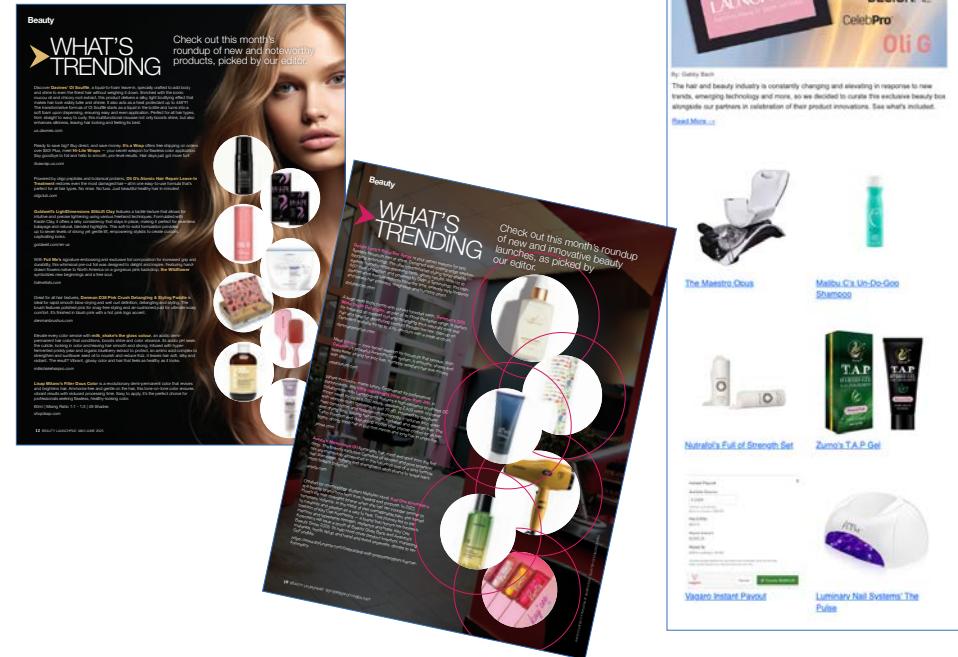
1. As a **magazine** display advertiser, you'll receive additional coverage in the very popular news sections of the magazine.
2. Following the coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *Beauty Launchpad*'s **website** and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *Beauty Launchpad*'s newsletter and social media channels.

MARKETING INQUIRIES

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive email contact information to follow up with an e-blast on the products you featured.
2. Best practice for following up on marketing inquiries: Offer qualified prospects more information about your new product and special offers to build more engagement.

QUALIFICATION FOR THE NEW PRODUCT ROUNDUP PROGRAM

1. Schedule a minimum 4x display ad program in *Beauty Launchpad* magazine in 2026.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.



MATERIAL SPECIFICATIONS AND DEADLINES

1. Qualifying advertisers will receive an email with a link to submit the following:
2. A 50-word product or service description
3. A single image—Image requirements: .jpg, .gif or .png, at 300 dpi. No company logos, trademarks or additional verbiage on images.
4. A URL link to the specific product page on your website
5. You will be asked to include your company name, phone number and website as you would like it to be seen

MAGAZINE COVER SPONSORSHIP

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**BEAUTY
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Everything Beauty for Salons and Stylists

Ensure your position in the industry.

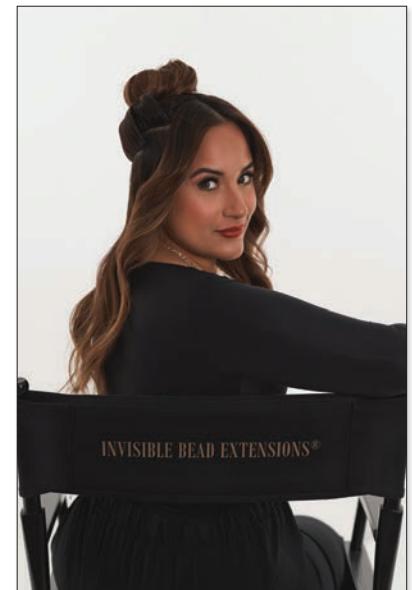
The accompanying 4-page folio will educate the *Beauty Launchpad* audience on your thought leadership in an area you wish to push to the forefront.

BEAUTY LAUNCHPAD—EVERYTHING BEAUTY FOR SALONS & STYLISTS

Beauty Launchpad is the 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, stylists and colorists to excel behind the chair—and beyond.

COVER IMAGE EXAMPLES

Images should be dramatic, fashion-forward and hair focused.
All cover images need to be vertically oriented.



MAGAZINE COVER SPONSORSHIP CONT'D

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BEAUTY LAUNCHPAD
Everything Beauty for Salons and Stylists

The cover sponsorship allows you to provide the image for *Beauty Launchpad*'s cover.

This gives you the opportunity to use an image of your choice to tie in with your brand in the minds of our subscribers.

Inside the magazine, our editors will help you create a 4-page story specifically about your products, company and unique value proposition. Below are some design examples of what it might look like.

In addition to going into *Beauty Launchpad* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

WHAT'S INCLUDED

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio, becomes a web exclusive
- Mentioned in editor's note
- Web exclusive included 3x in *Beauty Launchpad* newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue



Optional Cover Branding—Corner



Optional Cover Branding—Circle



Example 4-Page Folio

MAGAZINE ADVERTISING SPECIFICATIONS

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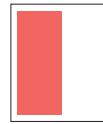
**BEAUTY
LAUNCHPAD**
Everything Beauty for Salons and Stylists

Reach over 50,000 qualified subscribers dedicated to salon services.

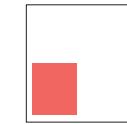
ADVERTISING SIZES | All dimensions are width by height.



SPREAD*
Trim 16.376" x 10.875"
416 mm x 277 mm
Bleed 16.751" x 11.25"
425 mm x 283 mm



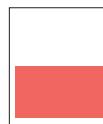
1/2-PAGE VERTICAL
3.333" x 10"
85 mm x 254 mm



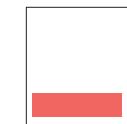
1/4-PAGE HORIZONTAL
7" x 2.333"
178 mm x 59 mm



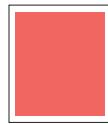
FULL PAGE*
Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125"
(1/8" bleed)
214 mm x 282 mm



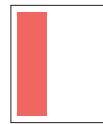
1/2-PAGE HORIZONTAL
7" x 4.833"
178 mm x 123 mm



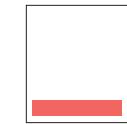
1/4-PAGE VERTICAL
3.333" x 4.833"
85 mm x 123 mm



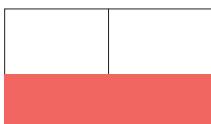
LIVE AREA
7" x 10"
176 mm x 252 mm



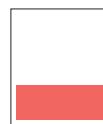
1/3-PAGE VERTICAL
2.167" x 10"
55 mm x 254 mm



1/6-PAGE HORIZONTAL
7" x 1.0"
178 mm x 25 mm



**1/2-PAGE
HORIZONTAL SPREAD***
Trim 16.376" x 5.333"
416 mm x 135 mm
Bleed 16.626" x 5.458"
422 mm x 138 mm



1/3-PAGE HORIZONTAL
7" x 3.167"
178 mm x 80 mm

PRINTING: 4-color (CMYK) sheetfed offset
BINDING: Saddle-Stitched
PAPER: Cover 80# Body 60#

PROOFS: No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards.
If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

**Note: Bleeds 1/8" left, right and bottom of spread (add top bleed for Full Page and Spread)*

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Electronic Files

PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your sales representative.

Professional Tip: When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEG's are accepted, but must be 300 dpi resolution or higher.
Web graphics will not work.
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

SENDING FILES

- If your file is 20 MB or smaller, email it to Sarah Krotz at skrotz@allured.com. Please indicate which magazine and issue the ad is for.
- For larger files, send through free large file transfer online services, such as Dropbox, TransferBigFiles, Hightail, etc.

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

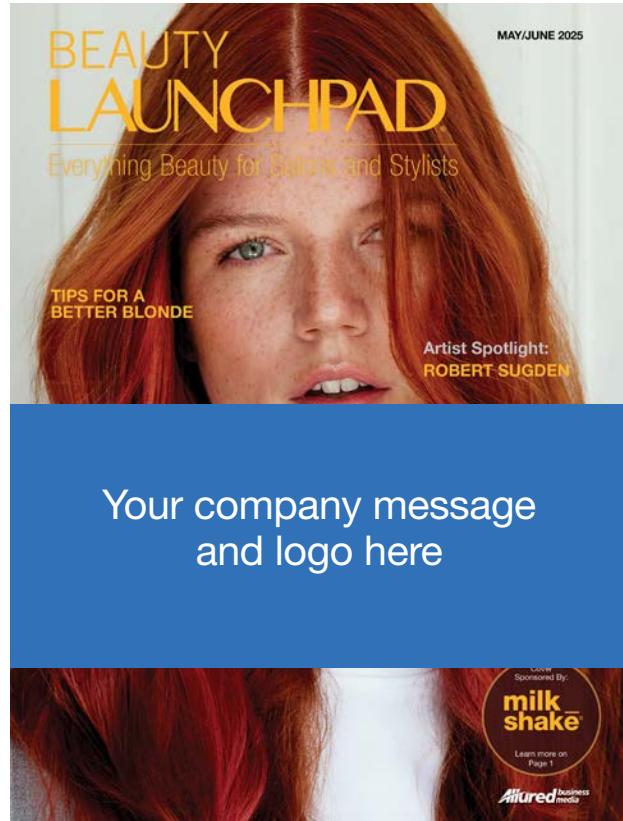
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DIGITAL EDITION ADVERTISING

Issue Ready E-mail & Digital Edition Banner Ad (includes Mobile Ad)

Issue Ready Email Ad 300 x 250 px, 72 dpi
Reader Banner Ad 728 x 90 px, 72 dpi
Mobile Banner Ad 320 x 50 px, 72 dpi
Belly Band 8.188" wide x 4"-5" tall

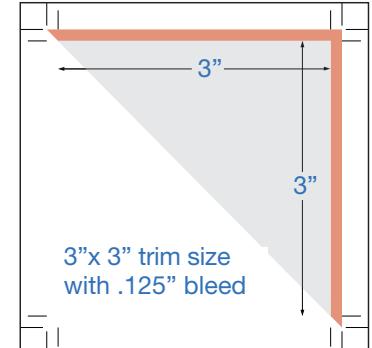
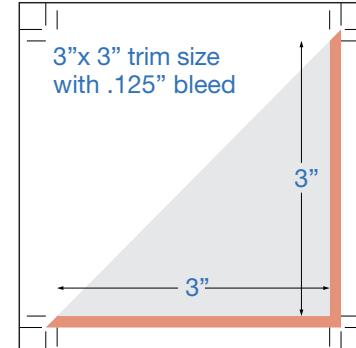


Digital Belly Band

COVER CORNER

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the bottom right (recommended) or the top right corner of the magazine cover.



Control the conversation while amplifying your brand awareness through excellent content marketing.

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 how you continue to positively impact 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 Beauty Professionals across multiple media channels.

- 50,000 Magazine Subscribers
- 18,500 Newsletter Subscribers
- 9,000 Registered Website Users
- 19,500 Monthly Website Visitors
- 903,000+ 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
- Web exclusive included 3x in the newsletter
- Rotating website listing in Sponsored Positions
- Cross-posted on social media
- PDF content asset for your website and marketing purposes
- Automated Reporting

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

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