

## Drive engagement with your brand by sharing your expertise with industry experts.

### TYPE OF PODCASTS

#### Choose your preferred method of educating the industry:

- Sponsor participates in a 5-minute editorial interview exclusively focused on the suppliers product innovation.
- Sponsor aligns their brand with an editorial driven podcast with an industry leader.

### WHO YOU REACH

#### Qualified Beauty Professionals across multiple media channels.

- 15,000 Magazine Subscribers
- 14,500 Newsletter Subscribers
- 12,500 Dedicated E-blast Subscribers
- 30,000 Monthly Website Visitors
- 10,000 Registered Website Users
- 30,500+ Social Media Followers

### DIRECT LEADS & REPORTING

- Anyone who selects "Listen" to hear the podcast will generate a lead
- Leads are available real time with daily access to the report
- Final report will be submitted 1 week after the 4 week editorial push

### MATERIAL NEEDED:

Logo, 300 dpi & Company Name to be listed.  
Please include name, title and headshot of the speaker(s).

Must book at least 6 weeks before run date.  
Material is due 4 weeks before run date.

### THE PROGRAM

4-week Lead Generation and branding ride along.

Podcast will be:

- Posted in the newsletter 3x, once a week and listed as the sponsor
- Shared in our social media as the sponsor
- Published on the website
  - » Logo will be placed on the podcast website page
  - » Company name will be listed as "Sponsored by Company Name" (no logo)
  - » Listed on the home page (4–5 days)
  - » Listed under description of podcast on the list pages
  - » Listed under author name on detail page
  - » Listed on podcast graphic or next to podcast/video file
- Included in the digital magazine as an exclusive content
- Included in an e-blast to qualified subscribers

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## [Podcast] Creating a Winning Culture

Apr 12th, 2022 | From [Merz Aesthetics](#)

