

Connect virtually with **MedEsthetics'** engaged audience by aligning your brand with industry experts.

Intimate video conversations with aesthetics industry experts on trends, challenges and opportunities facing the market.

Choose your preferred method of educating the industry:

- Sponsor provides an industry expert to participate in a five (5) minute editorial video interview exclusively focused on the supplier's product innovation.
- Sponsor aligns their brand with an editorial driven video with an industry leader.

Who You Reach

Qualified Medical Aesthetics Professionals across multiple media channels.

- 19,000 Magazine Subscribers
- 17,000 Daily Newsletter Subscribers
- 10,000 E-blast Subscribers
- 34,000 Monthly Website Visitors
- 7,600 Registered Website Users
- 29,500 Social Media Followers

Included in the Program


4-week Lead Generation and branding ride along. The Video Interview campaign also includes the following:

- Posted 3x in the daily newsletter
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes an e-blast to qualified subscribers

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[VIDEO] How to Successfully Incorporate Private Label Into Your Business

May 8th, 2023 | By Rebecca Lane | From Global Beauty Private Label / Control Corrective



The video thumbnail shows two women in a video call. On the left is Ellen Clark, CEO & Founder of Global Beauty Private Label Skincare, wearing a headset. On the right is Rebecca Lane, Managing Editor of MedEsthetics. The background is a dark blue gradient with the MedEsthetics logo and the title of the video.

Ellen Clark
CEO & Founder,
Global Beauty Private Label Skincare

Rebecca Lane
Managing Editor,
MedEsthetics

If done right, adding private label to your business can boost your bottom line, customer loyalty and reputation. We sat down with Ellen Clark, CEO and founder of Global Beauty Private Label Skincare, to discuss how to successfully utilize private label.

THIS VIDEO IS SPONSORED BY: **Global Beauty Private Label / Control Corrective**

Private label skin care is growing ever more popular as a tool to add revenue, increase patient loyalty and retention, boost brand recognition and more. However, the seemingly daunting task of where to even begin when it comes to first incorporating private label into a business and then how to maintain and utilize it successfully can make even the most confident practitioner hesitate at the idea. Shedding a little light on what adding private label to a business entails can add some much needed perspective and dispell the mystery surrounding [private label skin care](#).

Branding

- Logo will be placed on the video website page.
- Company name will be listed as “Sponsored by Company Name” (no logo).

Branding on the Website

- Listed on the home page under “Latest” (4-5 days)
- Listed under description of video on the list pages
- Listed under author name on detail page
- Listed on video graphic

Branding in the Daily Newsletter

- Pushed 3x, once per week, in the daily newsletter with “Sponsored by Company name”

Branding in Social Media Posts

- Mentioned as sponsor

Branding on the Video

- Pre-roll slide mention as sponsor
- Video sponsor slide at the end of the video

Direct Leads & Reporting

- Anyone who selects “Watch” to see the videocast will generate a lead
- Leads report updated daily for real-time access
- Final report will be submitted 1 week after the 4-week editorial push

Material Needed

Logo (300 dpi) & Company Name to be listed.

Rate: \$5,100

Must book at least 8 weeks before the run date.

Material is due 4 weeks before the run date.