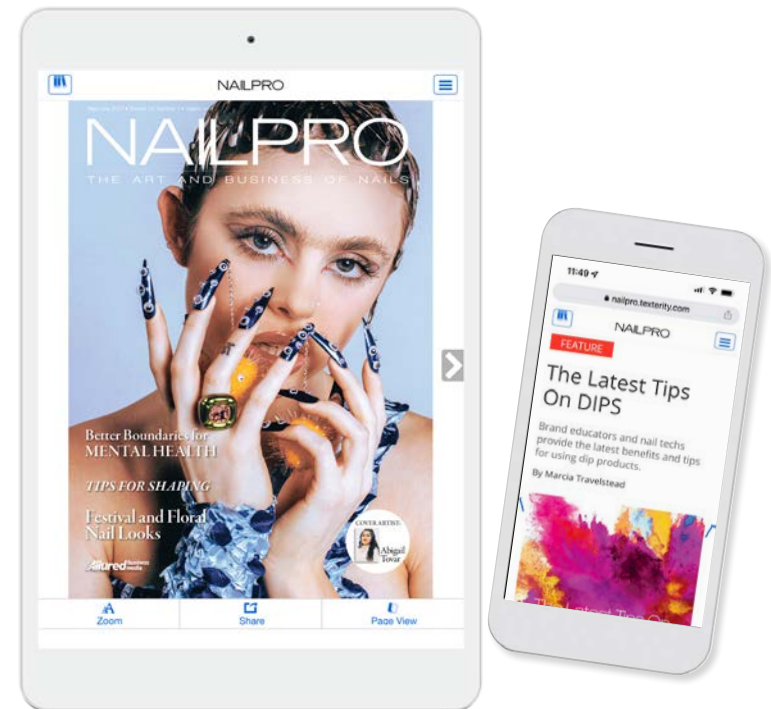


Make an Impact With Over 40,000 Nail Professionals Who Engage With *Nailpro*

Advertise in the premier industry magazine dedicated to the nail professionals who are focused on both the art and business of doing nails.



Print Edition



Digital Edition

MAGAZINE EDITORIAL ADVISORY BOARD

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS



Katie Anderson

Katie Anderson
Editor-in-Chief
Nailpro

The Perfect Partner

The U.S. professional nail care market is growing, with nail artists nationwide experiencing full books and experts estimating a forecasted 6.9% growth each year into 2026. Nail salons that have the right talent and products will undoubtedly see great success in the coming years, but getting in front of those successful nail salons proves increasingly difficult with nail product market saturation and social media overload.

So, how do you get your nail brand on top? You partner with *Nailpro*.

In 2024, *Nailpro* will celebrate 34 years of providing nail professionals and nail salon owners with the business education, top techniques and industry happenings and trends they need to succeed. The *Nailpro* reader is dedicated to their craft, invested in their career and committed to finding the best possible products in their journey. If that is you, why partner with anyone else? Why gamble on other outlets, where you get a mixed bag of pros and DIYers just looking for trends and cheap products?

Nailpro's audience is composed of vetted nail professionals, after all it is in our name. So, if passionate, dedicated nail professionals are who you want to reach, *Nailpro* is your perfect partner.

*<https://www.nailpro.com/news/industry-news/news/22512524/report-us-professional-nail-care-market>



Tina Zavala
Educator & Founder,
Pop Star Nails



Jan Arnold
Co-Founder and
Style Director, *CND*



Nettie Davis
Celebrity Nail Technician
and Creator, *Pottle*



Maisie Dunbar
Business Consultant, Thought
Leader and Owner, *Maisie
Dunbar Spa & Lounge*



Michael Hollman
President and CEO,
The GelBottle Inc.



Candice Idehen
Nail Expert, Celebrity Manicurist
and CEO, *Bed of Nails Brand*



Amy Ling Lin
Founder and Owner,
sundays salon in NYC



Janet McCormick
Co-Founder, *Salon Gurus* and
Nailcare Academy



Julie Kandalec
Celebrity Nail Artist,
Founder/Educator,
Julie K Nail Academy, and Owner,
Julie K Nail Artelier



Vivian Valenty
Chemist and Manufacturer,
Dazzle Dry, and President,
VB Cosmetics



Gloria Williams
Veteran Nail Technician and
Owner/Creator, *Footnanny*
Products and Education

MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **Nailpro's** media universe throughout the year.

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NAILPRO
THE ART AND BUSINESS OF NAILS

JAN/FEB THEMES

SPARKLE AND SHINE

- Glitters
- Chromes
- Iridescent/Shimmer Lacquers/Gels
- Embellishments
- Foils
- Metallic Lacquers/Gels

WINTER WELLNESS

- Hand & Foot Masks
- Hydration (Cuticle Oils, Lotions, Creams)
- Aromatherapy/Spa Products

CUTICLE CARE

- Cuticle Tools
- E-files
- Cuticles Oils & Butters

SUPPLIER INSIGHTS (DM)*

- Iridescent Shades

Product Roundup:

- Valentine's Day

Nail Knacks Box:

- Winter

Magazine Due Dates

Editorial: 12/01/23

Ad Close: 01/04/24

Bonus Distribution:

IBS New York & IECSC New York (co-locating with IECSC)
Cosmoprof Bologna (DM)*

MAR/APR THEMES

SPRING

- Spring Brights Lacquers/Gels
- Pastel Lacquers/Gels, Acrylics
- Stamps/Stickers/Embellishments

NAIL HEALTH

- Nail Treatment Products
- Files
- Base Coat Treatments

ACRYLICS/DIPS

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

SUPPLIER INSIGHTS (DM)*

- Acrylics and Dips

Product Roundup:

- Pastels

Magazine Due Dates

Editorial: 02/01/24

Ad Close: 02/29/24

Bonus Distribution:

America's Beauty Show (ABS)
Premiere Orlando

MAY/JUN THEMES

BASICS AND PREP

- Base/Top Coats
- Files/E-files
- Nail Tools
- Acetone
- Primers & Bonders

WEDDING

- Natural Nails
- French Lacquers/Gels
- Nudes
- Embellishments
- Press-Ons

TIPS

- Tips
- Glue
- Files/E-files
- Lights

SUPPLIER INSIGHTS (DM)*

- Nudes

Product Roundup:

- Base and Top Coats/Tips

Nail Knacks Box:

- Spring

Magazine Due Dates

Editorial: 04/01/24

Ad Close: 04/30/24

Bonus Distribution:

IBS Las Vegas & IECSC Las Vegas
Cosmoprof North America-Las Vegas

JUL/AUG THEMES

SUMMER

- Summer Brights
- Nail Art Tools
- Embellishments
- Foils

PEDICURE

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

SANITATION

- Tools Sanitation
- Sanitation Lights
- Cleaning Products
- Spring Cleaning

SUPPLIER INSIGHTS (DM)*

- Neons

Product Roundup:

- Tubs/Thrones

Nail Knacks Box:

- Summer

Magazine Due Dates

Editorial: 06/01/24

Ad Close: 07/03/24

Bonus Distribution:

Nailpro Nail Show (co-locating with Face & Body Skin Care Show)
Premiere San Antonio
Utah Nail Expo
Premiere Columbus

SEP/OCT THEMES

FALL

- Dark Lacquers/Dips/Gels
- Nail Art Tools & Products
- Stamps
- Embellishments

ADVANCED NAIL TECHNOLOGY

- 3D Gels
- Magnetic
- Cat Eye
- Printers
- Innovative Ingredients

30 UNDER 30

- Manicure
- Pedicure
- Gel
- Salon Software
- Spa Mani/Pedi
- Enhancements
- Tools
- Nail Art

SUPPLIER INSIGHTS (DM)*

- Dark Nail Colors

Product Roundup:

- Mattes

Magazine Due Dates

Editorial: 08/01/24

Ad Close: 09/02/24

NOV/DEC THEMES

HOLIDAY

- Gift Guide
- Nail Art Embellishments
- Chromes & Metallics
- Hard Gel
- Foils

READERS' CHOICE

- Manicure
- Pedicure
- Gel
- Salon Software
- Spa Mani/Pedi
- Enhancements
- Tools
- Nail Art

SALON STAPLES

- Salon Furniture
- Decor
- Backbar Basics
- Software Solutions

SUPPLIER INSIGHTS (DM)*

- Gift Guide

Product Roundup:

- Tools

Nail Knacks Box:

- Fall

Magazine Due Dates

Editorial: 10/01/24

Ad Close: 10/25/24

Bonus Distribution:

Premiere Anaheim (DM)*

Editorial content is subject to change. All bonus distributions are tentative. Please contact Shamella for up-to-date show distribution information.

*(DM) - Digital Magazine

MAGAZINE PRODUCT ROUNDUP

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Nailpro'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 a very popular section of the magazine titled "Product Roundup."
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the mid-month "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on the *Nailpro* **website** and will be included in the monthly Product Roundup feature page on www.nailpro.com.
4. Highlights of the Product Roundup featured page will be promoted via the *Nailpro* daily newsletter and social media channels.

Marketing Inquiries

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive e-mail 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 with a whitepaper or a sample request.

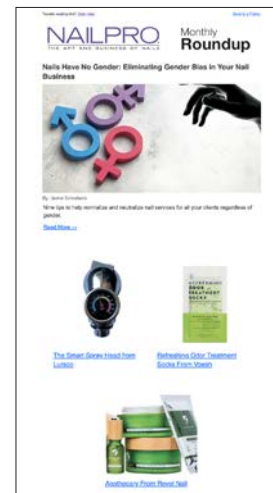
Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Nailpro* Magazine in 2024.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

Material Specifications and Deadlines

Qualifying advertisers will receive an e-mail with a link to submit the following:

1. A 50 word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png, maximum resolution: 300 dpi. No company logos, trademarks or additional verbiage on images.
3. A URL link to the specific product page on your website.
4. You will be asked to include your company name, phone number and website as you would like it to be seen.



MAGAZINE COVER SPONSORSHIP

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

Showcase Your Expertise in the Professional Nail Industry and Align Your Brand With *Nailpro* as an Industry Leader

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

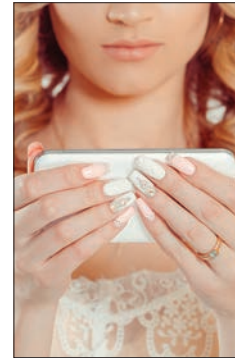
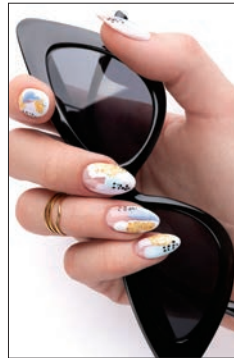
Nailpro - The Art and Business of Nails

Nailpro serves cutting-edge nail salon owners and nail technicians with the latest nail trends, techniques, products, services and advice for growing a sustainable nail business.

Cover Image Examples

Images should be strong, dramatic, fashion oriented and future forward.

All cover images need to be vertically oriented when possible.



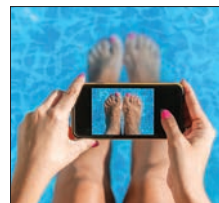
Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →



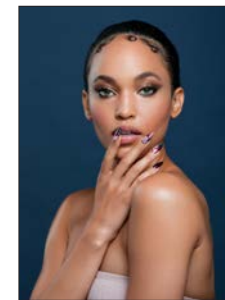
Final Cover Image -
Enlarged and cropped.



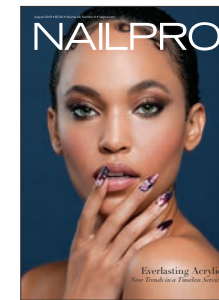
Original Image →



Final Cover Image -
Enlarged and cropped.



Original Image →



Final Cover Image -
Enlarged and cropped.

MAGAZINE COVER SPONSORSHIP CONT'D

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
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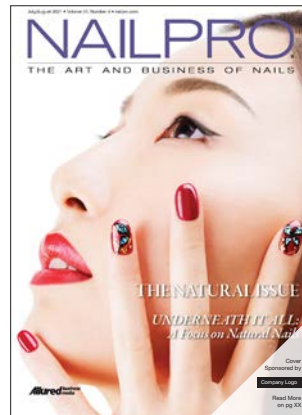
The cover sponsorship allows you to provide the image for *Nailpro*'s cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Inside the magazine our editors will help you create a 4-page story specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like. In addition to going into the pages of *Nailpro* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

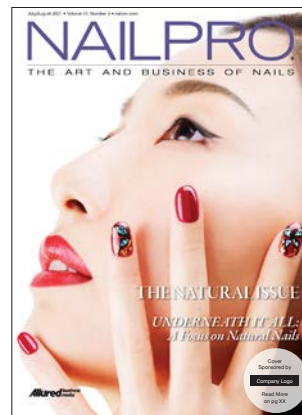
What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio
- Mentioned in editor's note
- Included 1x in *Nailpro* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

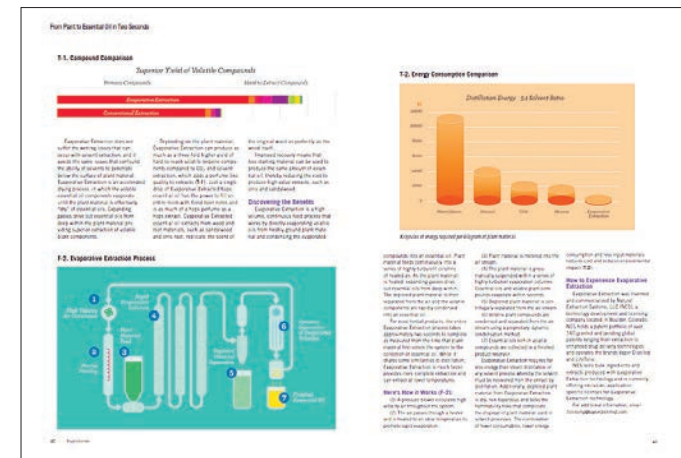
Rate: \$21,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio

MAGAZINE ADVERTISING SPECIFICATIONS

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630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

Reach Over 40,000 Qualified Subscribers Dedicated To Nail Salon Services

Printing: Four-color (CMYK) web 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.

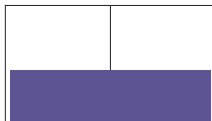
NEW IN 2024

ADVERTISING SIZES All dimensions are width by height.



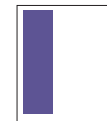
Spread

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 horizontal spread

Trim 16.376" x 5.333"
416 mm x 135 mm
Bleed 16.626" x 5.458"
422 mm x 138 mm
Note: Bleeds 1/8" left, right and bottom of spread



1/3-page vertical

2.167" x 10"
55 mm x 254 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



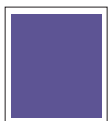
1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



Live Area

7" x 10"
176 mm x 252 mm



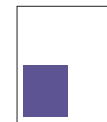
1/2-page horizontal

7" x 4.833"
178 mm x 123 mm



1/4-page horizontal

7" x 2.333"
178 mm x 59 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

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 Keithleen Mendoza at kmendoza@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, WETransfer, TransferBigFiles, etc.

DIGITAL EDITION ADVERTISING

Issue Ready Email Ad 300 x 250 px, 72 dpi

Reader Banner Ad 728 x 90 px, 72 dpi

Belly Band 7.875" wide x 4"-5" tall

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.

