

VIDEO INTERVIEW

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NAILPRO
THE ART AND BUSINESS OF NAILS

Connect Virtually Face To Face With *Nailpro's* Engaged Audience by Sharing Your Expertise or Aligning Your Brand With Industry Experts Selected by Our Editorial Team

Intimate video conversations with nail industry experts discussing 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 Nail Professionals across multiple media channels.

- 40,000 Magazine Subscribers
- 24,000 Daily Newsletter Subscribers
- 17,000 Dedicated E-blast Subscribers
- 81,500 Monthly Website Visitors
- 8,000 Registered Website Users
- 1.6M Social Media Followers

The Program

4-week Lead Generation and branding ride along. The Video Interview campaign 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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3 Common Sanitation Mistakes in the Spa

Aug 8th, 2022 | By [Maggie Walker](#) | From [Virox Technologies Inc.](#)



Skin Inc. discussing common sanitation mistakes in the spa industry with Virox technologies

THIS VIDEO IS SPONSORED BY: **Virox Technologies Inc.**

When it comes to sanitation in the spa, there shouldn't be any guessing. Since 2020, sanitation and disinfection protocols have only continued to change and adapt to try and keep both spa

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 3 total times, 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 are 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: \$4,635

*Must book at least 8 weeks before the run date.
Material is due 4 weeks before the run date.*