

## 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.*