

# MAGAZINE COVER SPONSORSHIP

Angelina Lutsenko  
Business Development Mgr  
angelina@allured.com  
630-344-6052  
[www.beautylaunchpad.com](http://www.beautylaunchpad.com)

BEAUTY  
LAUNCHPAD  
Everything Beauty for Salons and Stylists

**Showcase your expertise in the professional salon industry and align your brand with BLP as an industry leader.**

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

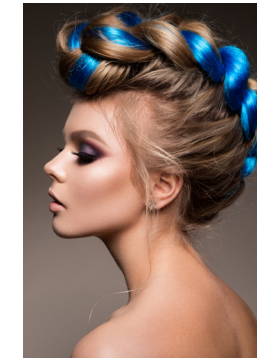
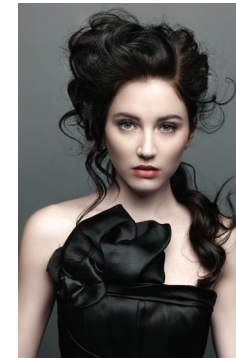
## Beauty Launchpad – Everything Beauty for Salons & Stylists

*Beauty Launchpad* is the resource for the latest trends, business tips, techniques and products for the professional salon industry. Our vision is to inspire, educate and elevate salon owners, stylists and colorists to excel behind the chair – and beyond.

### Cover Image Examples

Images should be dramatic fashion oriented and hair focused.

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, cropped and  
outlined to overlap the  
masthead.



Original Image →

Final Cover Image -  
Enlarged and cropped.



Original Image →

Final Cover Image -  
Enlarged, cropped,  
flopped and outlined to  
overlap the masthead.

## MAGAZINE COVER SPONSORSHIP CONT'D

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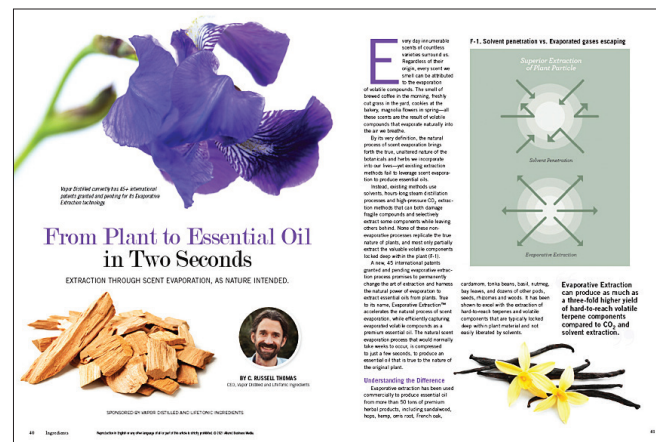
The cover sponsorship allows you to provide the image for *Beauty Launchpad's* cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

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 *Beauty Launchpad* 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
- Mention in editor's note
- Included 1x in *BLP* E-Newsletter
- 1 Social Media Post
- PDF version for your marketing purposes
- Additional print copies of your sponsored issue

Investment \$20,000



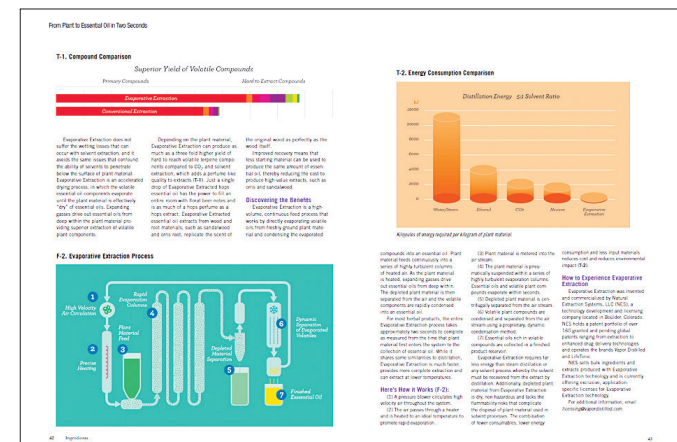
### Example 4-Page Folio



### Optional Cover Branding - Corner



Optional Cover Branding - Circle



### Example 4-Page Folio