

Over 44,922 professionals receive Beauty Launchpad's Daily Newsletter.

Types of Newsletters

- **Daily:** Sent Monday – Friday every morning.

Average Benchmarks

- Average Unique Open Rate: 7%
- Average Unique Click-Through Rate: 10%
- Average Total Open Rate: 9%


Beauty Launchpad Covers Daily

- Trends in Hair
- New Product Launches for Hair Professionals
- Salon Business Tips
- Creative Hair Looks
- Industry News
- Web Exclusives
- Interviews with Industry Experts
- Ho-To Hair Cuts, Color and Style
- Upcoming Hair Awards


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BEAUTY LAUNCHPAD Newsletter
Everything Beauty for Salons and Stylists

Artist Spotlight on Jenny Strebe




By: Tracy Morin
The Confessions of a Hairstylist's Jenny Strebe bulldozes past perceived limitations to soar as an influencer turned AIIR Professional founder.
[Read More →](#)



INDUSTRY NEWS

Booksy Announces Get Discovered Backstage Contest Winner



Booksy has announced Eddie Gallegos, award-winning barber, barbershop owner and Andis ambassador, as its first Get Discovered Backstage contest winner.
[Read More →](#)

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CHECK OUT
BEAUTY LAUNCHPAD

DAILY NEWSLETTER

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**BEAUTY
LAUNCHPAD**
Everything Beauty for Salons and Stylists

Newsletter Advertising

| | Newsletter Only | Integrated Program Rate |
|----------------------------------|-----------------|-------------------------|
| Text Ad with Marketing Inquiries | \$3,000 | \$2,500 |
| 300 x 250 px Display | \$2,500 | \$2,100 |

- Must book at least 4 weeks before run date
- Material is due 2 weeks before run date

What's Included

- Delivered 5x a week, Monday – Friday
- Text Ads offer Marketing Inquiries to grow your database of qualified names
- Text Ads & Banner Ads - Lead generation form available when 4 weeks or more of Banner Ads or Text Ads are booked. You can drive direct lead generation by offering must-read downloads and/or a highly engaging “call to action” that will drive leads.

PR Submissions: To expedite your press releases for publication, please submit your new product releases online at <https://www.beautylaunchpad.com/page/submit-product>

PR Contact: Gabby Bach, gbach@allured.com, 630-344-6067

Display ad

(300x250 px)

Text ad

Headline Here

Followed by explanatory text and information about the product.

Call to Action

Types of ads (not to scale)