

# PODCASTS

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BEAUTY  
LAUNCHPAD  
Everything Beauty for Salons and Stylists

**Drive engagement with your brand by sharing your expertise or aligning your brand with industry experts/leaders selected by our editorial team.**

## Type of Podcasts

Choose your preferred method of educating the industry.

- Sponsor participates in a five (5) minute editorial interview exclusively focused on the suppliers product innovation.
- Sponsor aligns their brand with an editorial driven Podcast with an industry leader.

## Who You Reach

Qualified Hair Professionals across multiple media channels.

44,922	Daily Newsletter subscribers
60,000	Magazine subscribers
828,400+	Social Media Followers
51,318	Unique website visitors

## Direct Leads & Reporting

- Anyone who selects “Listen” to hear the podcast will generate a lead
- Leads are available real time with daily access to the report
- Final report will be submitted 1 week after the 4-week editorial push

**DEFINING CLEAN  
BEAUTY IN THE SALON  
PROFESSIONAL  
INDUSTRY**

WITH GREG STARKMAN  
COFOUNDER,  
INNERSENSE ORGANIC BEAUTY

SPONSORED BY  
**INNERSENSE**  
ORGANIC BEAUTY

[PODCAST]

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## The Program

4-week **Lead Generation** and branding ride along.

### Podcast will be

- Posted in the daily newsletter once a week and listed as the sponsor
- Shared in our social media as the sponsor
- Published on the website
  - Logo will be placed on the podcast website page
  - Company name will be listed as “Sponsored by Company Name” (no logo).
  - Listed on the home page (4-5 days)
  - Listed under description of podcast on the list pages
  - Listed under author name on detail page
  - Listed on podcast graphic or next to podcast/video file
- Included in the digital magazine as an exclusive content
- Included in an e-blast to qualified subscribers

### Material Needed:

Logo, 300 dpi & Company Name to be listed.

### Rate: \$3,200

- Must book at least 6 weeks before run date
- Material is due 4 weeks before run date