

**Connect virtually face to face with Skin Inc.'s engaged audience by sharing your expertise or aligning your brand with industry experts selected by our editorial team.**

Intimate video conversations with industry experts discussing formulation, product development & innovation for the cosmetic & personal care industry.

**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.
- (OR)
- Sponsor aligns their brand with an editorial driven video with an industry leader.

## Who You Reach

Qualified Spa Professionals across multiple media channels.

- 40,464 Daily Newsletter subscribers
- 40,335 Magazine subscribers
- 76,286 Custom E-blast list
- 82,435 Registered website visitors
- 60,074 Average Unique website visitors
- 169,900+ Social Media followers

## The Program

4-week Lead Generation and branding ride along.

The Video Interview campaign includes the following:

- Posted in the daily newsletter 3x
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes one e-blast to qualified subscribers

[HOME](#) > [MULTIMEDIA](#) > [VIDEOS](#)

### How to Become Your Own Brand with Lea Eldabli

Feb 25th, 2022 | From [Blonde Solutions](#)



**Beauty Launchpad editor [Alyson Osterman-Kerr](#) chats with business expert and [Blonde Solutions](#) co-owner [Lea Eldabli](#) about how to become your own brand, whether you're a salon owner or a booth renter. Check out the video above.**

# VIDEO INTERVIEWS

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

BEAUTY  
LAUNCHPAD<sup>®</sup>  
Everything Beauty for Salons and Stylists

## 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 “Recent” (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 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