

## Nailpro – The Art and Business of Nails



## What is *Nailpro*?

As the premier resource for all things nails, *Nailpro* covers worldwide trends, classic and expert techniques, innovative products and tools, vast color collections, business advice and nail health for experts to learn, improve upon their craft and cultivate their client base and portfolio. *Nailpro* serves cutting-edge nail salon owners and nail technicians to help them grow a successful nail business.

## Why It's Important\*

Nail care is important not only for cosmetic reasons but for health as well. The nail industry is constantly evolving, where a simple manicure and pedicure have expanded into nail art. Nail creation requires not only skill and patience but also creativity and artistry now. It goes beyond serving as a source of income and has become a long-term career and passion. In addition to staying on the cutting edge, *Nailpro* delivers the education, resources and news that nail professionals need to know and deserve as the market grows. The nail care market is estimated to reach \$11.6 billion by 2027, and the U.S. nail care market is estimated at \$2.7 billion.

- The global artificial nails market is predicted to register a growth rate of 4.5% from 2019 to 2024.
- The global nail polish market is expected to reach \$19.4 billion by the end of 2026.
- The gel polish market is estimated to grow at a CAGR of 10.5% from 2016 to 2024.
- There are over one million hair and nail businesses in the U.S.
- The demand for nail technicians is high, and it is expected to grow by 10% between 2016 and 2028.

The global nail care market is expected to grow at a **CAGR of 2.3%** between 2020 and 2027.

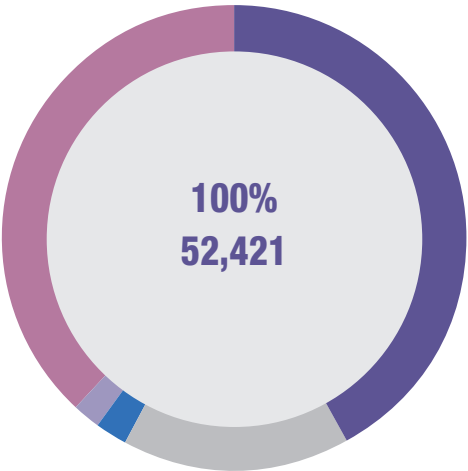
# AUDIENCE WHO WE REACH

Shamella Anderson  
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**NAILPRO**  
THE ART AND BUSINESS OF NAILS

## Subscribing Companies

Allūr Spa	Famous Names	SNS
Artistic Nail Design	OPI	The GelBottle Inc.
CND	Premier Nail Source	
Cuccio	Revel Nail	

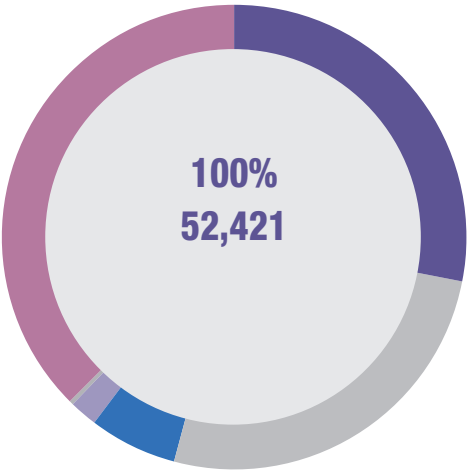


## Primary Job Functions

- Owner/Senior Manager  
42% (21,850)
- Nail Tech  
16% (8,185)
- Cosmetologist  
2% (1,395)
- Educator/Student  
2% (1,340)
- Allied to the Field  
38% (19,651)

## Primary Business Types

- Nail Salon  
28% (14,605)
- Full-Service Salon  
26% (13,361)
- Day Spa  
6% (2,937)
- Beauty School  
2% (1,266)
- Resort/Hotel Spa  
<1% (159)
- Allied to the Field  
37% (20,093)



# AUDIENCE HOW WE REACH THEM

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**NAILPRO**  
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The leading multi-channel information platform to reach **52,421** unique nail professionals.

Custom E-Blast List



**26,054**

Magazine Subscribers



**40,000**

Website Registered Users



**6,007**

Unique Monthly Users: **78,143**

Social Media Followers



**1,641,800+**

Daily E-Newsletter Subscribers



**24,032**

**Save the Date!**

**NAILPRO**  
NAIL SHOW

**August 20-21, 2023**



# AUDIENCE PURCHASING POWER

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## Purchasing Power

# 96%

Are the Sole Decision  
Maker, Part of a Decision  
Making Team or Influence  
Decision Makers

## Number of Manicure/Pedicure Stations

**89%** 5 or Less Stations  
**5%** 6 - 9 Stations  
**3%** 10 - 19 Stations  
**1%** 20 + Stations



## Products Purchased

