

DAILY NEWSLETTER

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NAILPRO
THE ART AND BUSINESS OF NAILS

Over 29,784 professionals receive Nailpro's Daily Newsletter.

Types of Newsletters

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

Average Benchmarks

- Average Unique Open Rate: 7%
- Average Unique Click-Through Rate: 11%
- Average Total Open Rate: 11%


Nailpro Covers

- Trend in Nails
- New Product Launches for Nail Professionals
- Nail Business Tips
- Creative Nail Looks
- Industry News
- Web Exclusives
- Interviews with Industry Experts
- How-To Nail Designs

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NAILPRO Newsletter
THE ART AND BUSINESS OF NAILS

The Cuticle Has To Go!



A reminder of nail anatomy and how to safely do cuticle work within the scope of practice.
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Nailpro Readers' Choice Awards 2022: Voting Open!
Voting is FREE and open to all nail industry professionals now through Tuesday, Aug. 30, 2022 (5 p.m. PT/7 p.m. CT).
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MONTHLY MAGAZINE
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See the neon colors and collections for summer 2022.
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NOW TRENDING

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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.nailpro.com/page/submit-product>

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