NAILPRO NAIL KNACKS BOX

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NAILPRO
THE ART AND BUSINESS OF NAILS

Nailpro Nail Knacks.

The box that puts your products in the hands of influencers.

How It Works

Following a themed schedule with our editorial calendar, we will deliver a box of curated products to 50 leading nail technicians, salon owners and industry influencers, including the likes of Brittnay Lopez, Andrea Ortega and Tuan Anh Le. The box will contain samples and full-sized products from suppliers like you to easily place your brand in the hands of the right people who purchase professional nail products and have a large influence. Products will follow specific guidelines for size and number. Each box will be limited to no more than eight offerings and will be presented in the same dimensions to simplify production.

What's Included

• Your product delivered directly to nail techs in a curated, editorial display.

• Your company logo and product description listed on the box insert card.

• A minimum of three influencers sharing the contents of the box on social media.

• A listing in a full-page section in *Nailpro* magazine devoted to the contents of the box.

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Beauty Box Schedule

Box Theme	Box Ship Week	Closing Date	Material Due Date
Spring Collections	Week of April 17	February 15	March 10
Summer Collections	Week of June 19	April 14	May 12
Fall/Halloween	Week of August 14	June 16	July 14
Readers' Choice	Week of December 11	October 13	November 10

Packages

Gold Box Program	Silver Box Program	Bronze Box Program
•Inclusion in the box •Full page ad in matching issue •Product listing on Nail Knacks page •Instagram Story •Partner Solutions E-Blast	•Inclusion in the box •Full page ad in matching issue •Product listing on Nail Knacks page	•Inclusion in the box •Product listing on Nail Knacks page
$10,000	$6,000	$3,500