

# VIDEO INTERVIEWS

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**NAILPRO**  
THE ART AND BUSINESS OF NAILS

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

Intimate video conversations with beauty industry experts on trends, challenges and opportunities facing the market.

## 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 Brand Managers & Product Developers across multiple media channels.

- 29,784 Daily Newsletter subscribers
- 40,000 Magazine subscribers
- 22,693 Custom E-blast list
- 33,081 Registered website visitors
- 64,970 Average Unique website visitors
- 1.5M+ 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

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## 3 Common Sanitation Mistakes in the Spa

Aug 8th, 2022 | By [Maggie Walker](#) | From [Virox Technologies Inc.](#)



Skin Inc. discussing common sanitation mistakes in the spa industry with Virox technologies

THIS VIDEO IS SPONSORED BY: **Virox Technologies Inc.**

When it comes to sanitation in the spa, there shouldn't be any guessing. Since 2020, sanitation and disinfection protocols have only continued to change and adapt to try and keep both spa

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## 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