

VIDEO INTERVIEWS

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Connect virtually face to face with WellSpa 360'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.

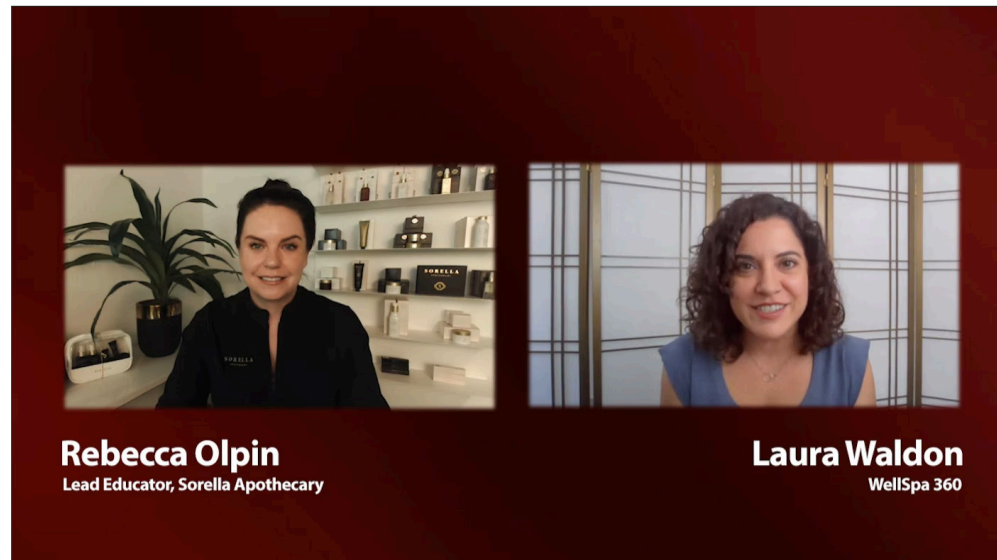
- 40,464 Daily Newsletter subscribers
- 40,335 Magazine subscribers
- 76,286 Custom E-blast list
- 82,435 Registered website visitors
- 60,074 Average Unique website visitors
- 169,900+ Social Media followers

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



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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