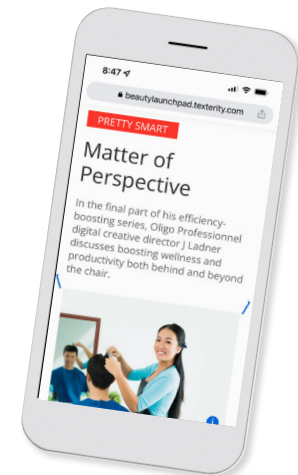


Make an Impact With Over 60,000 Hair Salon Professionals That Read Educational Articles on Hair Trends, Products and News

Advertise in the leading professional hair salon resource dedicated to the latest industry trends, news and products for salon owners, stylists and colorists.



Mobile

MAGAZINE EDITORIAL ADVISORY BOARD

Angelina Lutsenko
Business Development Mgr
angelina@allured.com
630-344-6052
www.beautylaunchpad.com

BEAUTY
LAUNCHPAD®



Beauty Launchpad delivers practical, on-trend and inclusive education and inspiration to hair and beauty salon professionals and beauty-obsessed prosumers—wherever they choose to consume content. Whether it be through our social channels (Instagram, Facebook, TikTok, Pinterest and LinkedIn), print and digital magazine, website (www.beautylaunchpad.com) or daily e-newsletter, *Beauty Launchpad's* advisory board, educators and contributors deliver an insider, pro-to-pro perspective on the art and business of hair and beauty. As the industry's most trusted resource, *Beauty Launchpad* provides product and equipment manufacturers as well as software and service providers with the ideal environment to meaningfully connect with an engaged, informed and purchase-ready audience.



Alyson Osterman

Alyson Osterman-Kerr
Managing Editor, *Beauty Launchpad*



Josh Boynton (@josh.does.hair)
Josh is a 24-year-old haircolor specialist located outside of Nashville. He has been licensed for six years and is an educator for @Guy_Tang #MyDentity and an advocate for Olaplex.



Dawn Bradley (@dawnbradleyhair)
Dawn is a mentor for creative service providers, teaching how to earn more while stressing less. She is the creator of Rock Your Business (a stress-free guide to earning six figures) and host of The Anxious Creative podcast.



Christin Brown (@curlfactor)
Christin encourages both pros and clients to embrace texture of all types, and is an Olaplex ambassador and Kenra Professional artistic creator.



Aymen Eldabli (@mohesco)
Aymen is a master colorist and salon owner with a focus on textured hair. He is also an educator and the CEO of Blonde Solutions.



Elizabeth Faye (@heyelizabethfaye)
Elizabeth is known for her hair-painting education, world-class Hair Love Retreat, business coaching and color program, The Workshop In a Box.



Chad Kenyon (@chadkenyon)
Chad is a celebrity colorist, Olaplex ambassador and creator of Colormelt. He is based in Los Angeles and works behind the chair at Ramirez Tran Salon.



J Ladner (@itsmrjladner)
J is a stylist based in Los Angeles. He is also an independent educator, author, co-creator of the No Stylist Left Behind podcast, and Oligo Professionnal digital creative director.



Larisa Love (@larisadolli)
Larisa is an educator and salon owner based in Los Angeles who seeks to empower her industry peers. She is also the brand ambassador for Joico and creator of her eponymous salon apparel line.



Missy Megginson (@soyoureahairstylist)
Missy is a stylist of 18 years, salon owner, beauty business educator and Alfaparf brand ambassador.



Keya Neal (@keyaartistically)
Keya is an industry activist, diversity and inclusion strategist through her Texture vs. Race initiative. She is a texture specialist, educator, ABCH-certified, and member of Interculture.



Paula Peralta (@hairbypaulaperalta)
Paula is a Los Angeles-based salon owner and artistic director for John Paul Mitchell Systems.



Sofie Pok (@staygold31)
Sofie is a global barber educator with BaBylissPRO and a brand ambassador for Mizutani, in addition to being the co-creator of the STMNT grooming collection for men. Along with a rich career in the hair and grooming industry, Sofie is also a professional videographer, and has shot videos for talent including Usher, Ciara and more.



Casey Powell (@updoguru)
Casey is a cosmetologist of 17 years, owner of JawDropper Salon in Jacksonville, Florida, and has a luxury on-location hairstyling business that takes her all over the world. As @updoguru on Instagram, Casey's stunning architectural creations have been referred to as America's answer to Russian hairstyling.



Tippi Shorter (@tippishorter)
Tippi is the founder of Texture Hair Elevated, a platform that educates beauty pros on how to work on myriad curl types, and is also the global artistic director for Mizani and a color artist for L'Oréal Professionnel. She is a celebrity stylist, who counts Alicia Keys, Rihanna, Lady Gaga and Jennifer Hudson as clients.



Olivia Smalley (@omgartistry)
Olivia's vast experience in the professional beauty industry, plus a substantial and engaged social media following along with her degree in videography, makes her an expert in creating viral content that appeals to both pros and consumers.



Nina Tulio (@ninatulio)
Nina is an industry-leading salon business consultant, speaker, and educator helping salon owners and stylists around the world to grow their business along with their confidence. She is also the co-creator of the No Stylist Left Behind podcast.

MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **Beauty Launchpad's** media universe throughout the year.

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BEAUTY
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JAN/FEB THEMES

SCALP CARE

- Dandruff
- Shampoos
- Scalp Cleansers
- Scalp Exfoliators
- Hair Masks

LASH/BROW

- Lash Extensions
- Lash Serums
- Brow Serums

SALON MANAGEMENT

- Salon Apps
- Booking Platforms
- Software Systems (Inventory)
- Software Systems (Management)

SUPPLIER INSIGHTS (DM)*

- New Product Releases

Magazine Due Dates

Editorial: 12/08/22
Ad Close: 01/10/23

Bonus Distribution:

- IBS New York
- America's Beauty Show

MAR/APR THEMES

BLONDES

- Hair Color
- Hair Masks
- Purple Shampoos
- Blue Shampoos
- Hair Chelators
- Hair Clarifiers

EARTH-FRIENDLY

- Hair Care
- Hair Color
- Skin Care
- Nail Care

SPECIAL OCCASION

- Hair Extensions
- Hair Pieces
- Hairsprays
- Volumizers
- Shine Enhancers
- Hair Gels
- Hair Creams
- Waxes
- Pastes
- Pomades
- Lash Extensions
- Lash Serums

SUPPLIER INSIGHTS (DM)*

- New Product Releases

BEAUTY BOX

- Clean Beauty

Magazine Due Dates

Editorial: 02/07/23
Ad Close: 03/07/23

Bonus Distribution:

- Premiere Orlando
- IBS Las Vegas

MAY/JUN THEMES

30 UNDER 30

- Hair Color Sponsorship Opportunity
- Hair Care Sponsorship Opportunity

BACKBAR AND REVENUE-BOOSTING SALON SERVICES

- Bond Builders
- Color-Enhancing Additives
- Healthy Hair Treatments
- Smoothing Services
- Texture Services
- Hair Extensions

NATURAL TEXTURE

- Shampoos
- Conditioners
- Hair Masks
- Hair Gels
- Hair Creams
- Hair Extensions

SUPPLIER INSIGHTS (DM)*

- New Product Releases

BEAUTY BOX

- 30 Under 30

Magazine Due Dates

Editorial: 04/07/23
Ad Close: 05/05/23

Bonus Distribution:

- Cosmoprof North America

JUL/AUG THEMES

HAIR LOSS PREVENTION

- Hair Thickeners
- Scalp Exfoliators
- Oral Supplements

TRENDING CUTS

- Shears
- Clippers
- Razors
- Combs

BOOKING

- Booking Apps
- Booking Software

SUPPLIER INSIGHTS (DM)*

- New Product Releases

BEAUTY BOX

- Blondes

Magazine Due Dates

Editorial: 06/08/23
Ad Close: 07/06/23

SEP/OCT THEMES

25 UNDER 50(K)

- Hair Color Sponsorship Opportunity
- Hair Care Sponsorship Opportunity

THERMAL TOOLS

- Thermal Brushes
- Thermal Combs
- Flat Irons
- Curling Irons
- Blowdryers

POINT-OF-SALE

- Salon Apps
- Booking Platforms
- Software Systems (Inventory)
- Software Systems (Management)

SUPPLIER INSIGHTS (DM)*

- New Product Releases

Magazine Due Dates

Editorial: 08/08/23
Ad Close: 09/05/23

NOV/DEC THEMES

READERS' CHOICE AWARDS

- Hair Care
- Hair Color
- Stylers
- Hair Extensions
- Men
- Salon Software
- Salon Apps
- Skin Care
- Lashes
- Nail Care

EDITORS' PICKS 2024

- Hair Care
- Hair Color
- Stylers
- Hair Extensions
- Men
- Salon Software
- Salon Apps
- Skin Care
- Lashes
- Nail Care

COLOR MANAGEMENT

- Color Inventory/Color Waste Management Apps
- Color Inventory/Color Waste Management Software

SUPPLIER INSIGHTS (DM)*

- New Product Releases

BEAUTY BOX

- Readers' Choice Awards

Magazine Due Dates

Editorial: 10/06/23
Ad Close: 11/06/23

MAGAZINE PRODUCT ROUNDUP

Please refer to *Beauty Launchpad's* 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

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BEAUTY
LAUNCHPAD®

Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Beauty Launchpad's* Product Roundup program. This special Product Roundup program extends your reach and frequency by more than 400% and includes Marketing Inquiries.

Benefits

1. As a **magazine** display advertiser, you'll receive additional coverage in the very popular news sections of the magazine.
2. Following the coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes Marketing Inquiries (soft leads).
3. Additionally, your product information will be posted on *Beauty Launchpad's* **website** and will be included in the monthly Product Roundup feature page on www.beautylaunchpad.com
4. Highlights of the Product Roundup featured page will be promoted via *Beauty Launchpad's* Daily Newsletter and social media channels.

Marketing Inquiries

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive email contact information to follow up with an e-blast on the products you featured.
2. *Best practice* – for following up on marketing inquiries:
Offer qualified prospects more information about your new product and special offers to build more engagement.



MAGAZINE PRODUCT ROUNDUP CONT'D

Please refer to *Beauty Launchpad*'s 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

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BEAUTY
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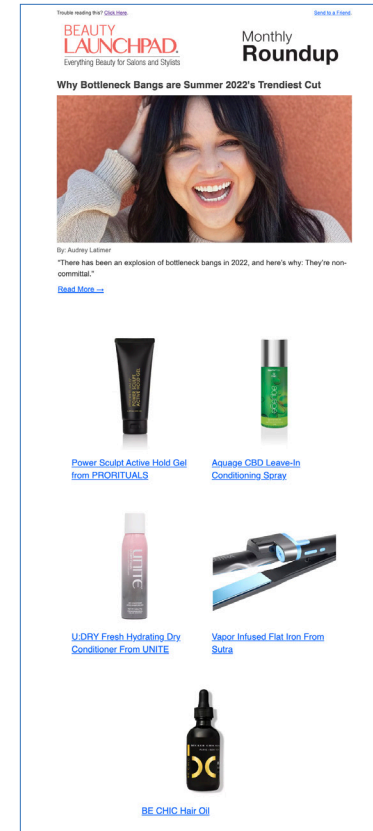
Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Beauty Launchpad* Magazine in 2023.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.
3. The same product cannot be used more than two times in one calendar year and must be run at least 6 months apart.

Material Specifications and Deadlines

Qualifying advertisers will receive an e-mail with a link to submit the following:

1. A 50-word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png, maximum resolution: 300 dpi.
3. A URL link to the specific product page on your website.
4. You will be asked to include your company name, phone number and website as you would like it to be seen.



MAGAZINE COVER SPONSORSHIP

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BEAUTY
LAUNCHPAD®

Showcase your expertise in the professional salon industry and align your brand with BLP as an industry leader.

The accompanying 4-page folio will educate the *Beauty Launchpad* audience on your thought leadership in an area you wish to push to the forefront.

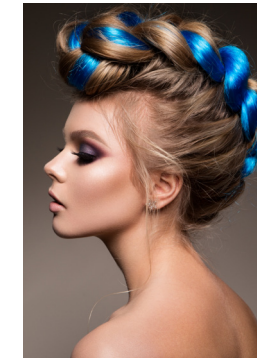
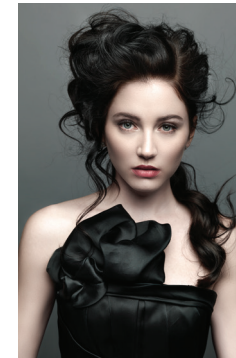
Beauty Launchpad – Everything Beauty for Salons & Stylists

Beauty Launchpad is the resource for the latest trends, business tips, techniques and products for the professional salon industry. Our vision is to inspire, educate and elevate salon owners, stylists and colorists to excel behind the chair – and beyond.

Cover Image Examples

Images should be dramatic fashion oriented and hair focused.

All cover images need to be vertically oriented when possible.



Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →

Final Cover Image -
Enlarged, cropped and
outlined to overlap the
masthead.



Original Image →

Final Cover Image -
Enlarged and cropped.



Original Image →

Final Cover Image -
Enlarged, cropped,
flopped and outlined to
overlap the masthead.

MAGAZINE COVER SPONSORSHIP CONT'D

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BEAUTY
LAUNCHPAD®

The cover sponsorship allows you to provide the image for *Beauty Launchpad's* cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Inside the magazine our editors will help you create a 4-page story specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like. In addition to going into the pages of *Beauty Launchpad* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio
- Mention in editor's note
- Included 1x in *BLP* E-Newsletter
- 1 Social Media Post
- PDF version for your marketing purposes
- 20 Additional print copies of your sponsored issue

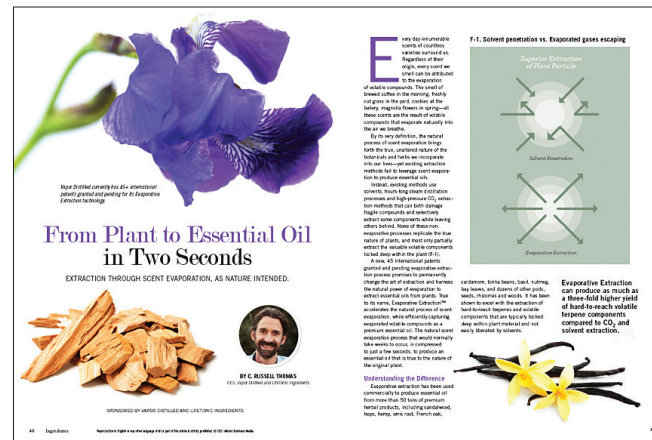
Investment \$20,000



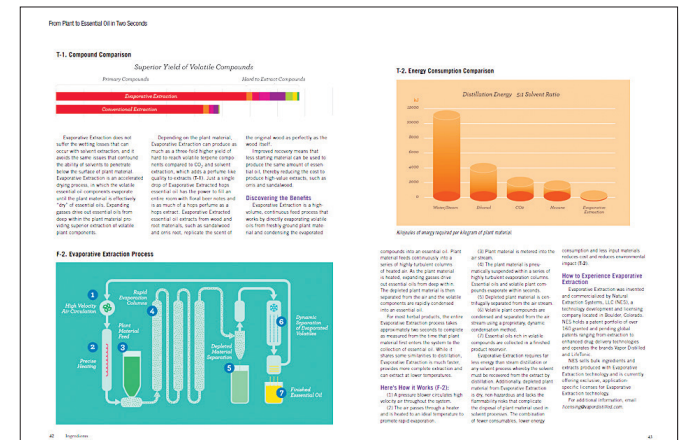
Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio



MAGAZINE ADVERTISING SPECIFICATIONS

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BEAUTY
LAUNCHPAD®

Reach over 60,000 qualified subscribers dedicated to hair salon services.

Printing: Four-color (CMYK) web offset

Binding: Saddle-Stitch

Paper: Cover 100#, body 60#

Proofs: No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards. If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

ADVERTISING SIZES All dimensions are width by height.



Spread

Trim 15.75" x 10.75"
400 mm x 273 mm
Bleed 16" x 11"
406 mm x 279 mm



Live Area

15" x 10"
381 mm x 254 mm



Full page

Trim 7.875" x 10.75"
200 mm x 273 mm
Bleed 8.125" x 11"
(1/8" bleed)
206 mm x 279 mm



Live Area

7" x 10"
176 mm x 254 mm



1/2-page vertical

3.375" x 10"
86 mm x 254 mm



1/2-page horizontal

7" x 4.625"
178 mm x 117 mm



1/2-page (Island)

4.625" x 7.25"
117 mm x 184 mm



1/3-page square

4.625" x 4.625"
117 mm x 117 mm



1/3-page vertical

2.125" x 10"
54 mm x 254 mm



1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



1/4-page vertical

3.375" x 4.625"
86 mm x 117 mm

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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BEAUTY
LAUNCHPAD®

ELECTRONIC FILES

PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your account executive.

Professional Tip: *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEGs are accepted, but must be 300 dpi resolution or higher. Web graphics will NOT work.
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Please do NOT send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

SENDING FILES

If your file is 20 MB or smaller, email it to Kristie Lavaud at **klavaud@allured.com**. Please indicate which magazine and issue the ad is for.

- For larger files, send through free large file transfer online services, such as Dropbox, WeTransfer, TransferBigFiles, etc.

BASIC ADVERTISING RATES

Contact your sales representative to discuss program opportunities to receive frequency rates.

DIGITAL EDITION ADVERTISING

Issue Ready email ad	300 x 250 px, 72 dpi
Reader banner ad	728 x 90 px, 72 dpi
Belly Band	7.875" wide x 4"-5" tall

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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BEAUTY
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ELECTRONIC FILES

COVER CORNER

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the top right or the bottom left corner of the magazine cover.
- **\$2,500** net each, per issue (does not include interior ad)

