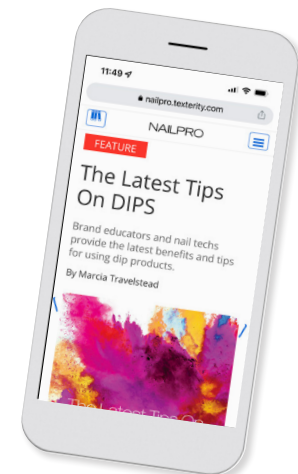


Make an Impact With Over 40,000 Nail Professionals Who Engage With *Nailpro*

Advertise in the premier industry magazine dedicated to the nail professionals who are focused on both the art and business of doing nails.



Print Edition



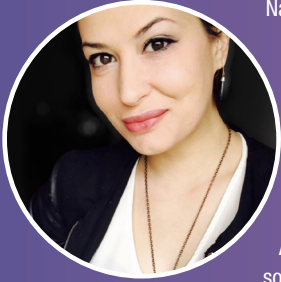
Mobile

Contact your sales executive for digital edition marketing opportunities and cover sponsorship opportunities.

MAGAZINE EDITORIAL ADVISORY BOARD

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS



Nail care, services and businesses continue to thrive for nail techs, salon owners and manufacturers. With ongoing trends in DIY nails and self-care for consumers, the touch of a nail professional has never been more significant. The normalization of nail services for men have only reaffirmed what we all have known: Nails have no gender, and the demand for sustainable, high-quality products for safe services is stronger than ever. Thus, Nailpro is always focused on lifting up nail techs to highlight their expertise, education and training, which is where professional brands, product manufacturers and software providers can serve as a rightful partner.

Along with our advisory board and educators, Nailpro provides the bridge between nail technicians and companies, covering the latest products and tools, business advice, education and inspiration to help both groups flourish as industry leaders.

Although we hope to come together more in person, we cannot discount the advantages of the digital space, including our virtual events, social media, digital magazine, website and newsletters. As nail techs explore new ventures, open salons, and create businesses, they seek digital tools to help them be successful and manage their clients and passion projects.

2023 will be a year for personal and professional growth, connections and innovation.

We hope you will join us.

Kristin Mleko
Managing Editor – *Nailpro*



Erika Allison
Certified Medical Nail Technician
and Owner, *NuFeet Medical Pedicures*



Jan Arnold
Co-Founder and
Style Director, *CND*



Nettie Davis
Celebrity Nail Technician
and Creator, *Pottle*



Maisie Dunbar
Business Consultant, Thought
Leader and Owner, *Maisie
Dunbar Spa & Lounge*



Michael Hollman
President and CEO,
The GelBottle Inc.



Candice Idehen
Nail Expert, Celebrity Manicurist
and CEO, *Bed of Nails Brand*



Amy Ling Lin
Founder and Owner,
sundays salon in NYC



Janet McCormick
Co-Founder, *Salon Gurus* and
Nailcare Academy



Vu Nguyen
Nail Technician and
Dean of Education, *Gelish*



Julie Kandalec
Celebrity Nail Artist, Founder/Educator,
Julie K Nail Academy, and Owner, *Julie
K Nail Atelier*



Vivian Valenty
Chemist and Manufacturer,
Dazzle Dry, and President,
VB Cosmetics



Gloria Williams
Veteran Nail Technician and
Owner/Creator, *Footnanny*
Products and Education

MAGAZINE MEDIA PLANNER

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

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

JAN/FEB THEMES

WINTER WELLNESS

- Hand & Foot Masks
- Hydration (Cuticle Oils, Lotions, Creams)
- Aromatherapy Spa Products

LIGHTING

- UV/LED Lamps
- Table and Floor Lamps
- Ambient/Salon Lighting

BUSINESS PLANNING

- Financing Tools/ POS Systems
- Marketing Software
- Scheduling Software

SUPPLIER INSIGHTS (DM)*

- White & Nude Colors

Product Roundup:

- Moisturizing/ Hydrating Products
- Lamps

Magazine Due Dates

Editorial: 12/01/22
Ad Close: 01/05/23

Bonus Distribution:

- IBS New York
- America's Beauty Show

FEB ONLINE ONLY!

NAIL TRENDS

- Valentine's Prep

SUPPLIER INSIGHTS (DM)*

- Red and Pink Colors

Due Date

Editorial: 12/01/22

MAR/APR THEMES

SPRING

- Natural Nails
- Gel
- Lacquer
- Builder Gels
- Brushes
- Vegan, Organic Products

SPECIAL OCCASIONS

- Floral Products
- Blooming Gel
- Bridal
- Embellishments

BUSINESS GROWTH

- Salon Decor and Stock
- Salon Software
- Financing Tools
- Business Tools

SUPPLIER INSIGHTS (DM)*

- Spring Collections

Product Roundup:

- Natural Nail Products
- Brushes

Nail Knacks Box:

- Spring Collections

Magazine Due Dates

Editorial: 02/01/23
Ad Close: 02/28/23

Bonus Distribution:

- Premiere Orlando
- IBS Las Vegas

APR ONLINE ONLY!

SPRING BREAK

- Nail Art Tools and Techniques

SUPPLIER INSIGHTS (DM)*

- Nail Art Tools

Due Date

Editorial: 02/01/23

MAY/JUN THEMES

BASICS AND PREP

- Base Coats
- Nail Prep and Filing
- Shaping
- Tools and Implements (Hand Files and E-Files)
- Acetone
- Primers and Bonders
- Top Coats

MENTAL HEALTH

- Burnout
- Self-Care for Clients and Techs
- Boundaries
- Spa and Aromatherapy

SANITATION

- Sanitation Products and Protocols
- Nail Cleansing Agents
- Spring Cleaning
- Sustainable Products

SUPPLIER INSIGHTS (DM)*

- Pastel Collections

Product Roundup:

- Base Coat
- Top Coats
- Implements/Files

Magazine Due Dates

Editorial: 04/01/23
Ad Close: 05/01/23

Bonus Distribution:

- Cosmoprof North America

JUN ONLINE ONLY!

BEGINNING OF SUMMER

- Jelly Nails

SUPPLIER INSIGHTS (DM)*

- Neon Colors

Nail Knacks Box:

- Summer Collections

Due Date

Editorial: 04/01/23

MAGAZINE MEDIA PLANNER CONT'D

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

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

JUL/AUG THEMES

SUMMER

- Soft Gel Tips and Japanese Gels
- Press-Ons
- Polygel
- Trending Nail Art and Tools

PEDICURE

- Tubs and Thrones
- Pedicure Protocols
- Foot/Toenail Treatments
- Scrubs and Soaks
- Lacquers

BUSINESS SUPPORT

- Hiring Employees
- Offering Education and Training
- Marketing Tools
- Social Media Management Tools

SUPPLIER INSIGHTS (DM)*

- Summer Collections

Product Roundup:

- Soft Gel Tips
- Tubs/Thrones
- Foot/Toenail Treatments

Magazine Due Dates

Editorial: 06/01/23
Ad Close: 07/04/23

Bonus Distribution:

- *Nailpro Nail Show*
- *Utah Nail Expo*

AUG ONLINE ONLY!

SUMMER WELLNESS

- Cuticle Care

SUPPLIER INSIGHTS (DM)*

- Cuticle/SPF Products

Nail Knacks Box:

- Fall/Halloween

Due Date

Editorial: 06/01/23

SEP/OCT THEMES

FALL

- Dip
- Matte Nail Products
- Nail Stamping
- Foils
- Decals

HALLOWEEN

- Acrylic
- 3D Encapsulation
- Magnetic/Cat Eye/Holographic Nails

NAIL HEALTH

- Nail Treatments
- Cuticles
- Fall Wellness Routine

SUPPLIER INSIGHTS (DM)*

- Fall Collections

Product Roundup:

- Matte Products
- Foils and Decals
- Magnetic/Cat Eye Products and Tools

Magazine Due Dates

Editorial: 08/01/23
Ad Close: 09/01/23

OCT ONLINE ONLY!

Popular Nail Art

- Halloween Inspiration

SUPPLIER INSIGHTS (DM)*

- Halloween Colors

Due Date

Editorial: 08/01/23

NOV/DEC THEMES

HOLIDAY

- Gift Guide
- Nail Art Embellishments
- Chromes and Metallics
- Hard Gel

SALON STAPLES

- Salon Furniture
- Decor
- Backbar Basics
- Software Solutions

READERS' CHOICE AWARDS

- Manicure
- Pedicure
- Gel
- Salon Software
- Spa Mani/Pedi
- Enhancements
- Tools
- Nail Art

SUPPLIER INSIGHTS (DM)*

- Winter Collections

Product Roundup:

- Embellishments
- Chromes and Metallics
- Salon Furniture

Magazine Due Dates

Editorial: 09/01/23
Ad Close: 10/26/23

DEC ONLINE ONLY!

BLING IN THE NEW YEAR

- Detailed 3D Nail Art

SUPPLIER INSIGHTS (DM)*

- Crystals and Stones

Nail Knacks Box:

- Readers' Choice Winners

Due Date

Editorial: 09/01/23

MAGAZINE PRODUCT ROUNDUP

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

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Nailpro'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 a very popular section of the magazine titled "Product Roundup."
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the mid-month "Product Roundup" **newsletter** that includes Marketing Inquiries (soft leads).
3. Additionally, your product information will be posted on the *Nailpro* **website** and will be included in the monthly Product Roundup feature page on www.gcimagazine.com
4. Highlights of the Product Roundup featured page will be promoted via the *Nailpro* Daily Newsletter and social media channels.

Marketing Inquiries

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive e-mail 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 with a whitepaper or a sample request.

GOODY BAG



the MOD collection

OH, MY MOD!
EnVogue Nail Systems' Lac'it UV/gel polish line brings the summer heat and energy to clients' fingertips with The Mod Collection. The collection's six shades include Blaze (a vibrant orange), Banana (a bright yellow), Rogue (a vivid purple), Trippin' (an electric green), Vivid (a brilliant turquoise) and Rebel (a lively blue). envogueails.com



Relax to the Max
Help clients unwind during their next service with Apothecary from Revel Nail. The soothing combination of lavender scent and full spectrum CBD in the Pedi Soak work to melt stress away. Follow with CBD and Green Tea Butter, scrub and Nourishing Cuticle oil for a revitalizing pedicure. revelnail.com

GOODY BAG



Salon Smarts
The Smart Spray Head from Luraco allows nail techs to effortlessly control the temperature of any pedicure service. The head features a temperature gauge to measure and display water temperature from 40 degrees to 140 degrees Fahrenheit. luraco.com



KEEL
Fresh and comes to a summer in Cucumbers body cream with cucur virgin olive the crime soft and su

GOODY BAG



Wax On
Perform paraffin treatments anytime, anywhere. Designed for portability and sanitation, thermilles Wooden Paraffin Heating Chamber and individually portioned paraffin packs make offering service enhancements easy. Bonus: Treatments can be done with minimal cleanup and without electricity. universalcompanies.com



FORSTARTERS
The North American School of Podology (NASP) 12 Piece Pedicure Bur Starter Kit comes with 12 of NASP's most popular pedicure burs (bits) for a variety of pedicure services, including toenail and callus reduction, shaping and cuticle work. The durable Steri-Pro Holder protects the burs from damage while providing hygienic storage. All the burs in the kit, as well as the Steri-Pro Holder, are available for individual purchase. northamericanschoolpodology.com

GOODY BAG



CANCEL CALLUSES
Enriched with natural botanicals and essential oils, AMN SPA Callus Therapy quickly removes calluses and deeply hydrates in one step. Thick no-drip formula with moisturizing agents and a refreshing mint fragrance. The formula contains spearmint oil, Moroccan argan oil and natural aloe vera. The product is available in 4-ounce and 16-ounce bottles with dispenser caps as well as in gallon refills. americanails.com



SMOOTH OPERATOR
Formulated to combat calluses and dry, rough skin, PediFix Deep-Healing Foot Cream features mineral oil and vitamins A, D and E to moisturize and soften skin. The cream penetrates deep to help heal dry, cracked areas, which is especially beneficial for people with diabetes and sensitive feet. pedifix.com

GOODY BAG



Petite Pedi
Belava Pedi Rock Pedicure Chair is a compact pedicure station with a low set platform and rotating chair for easy client access. The chair is equipped with a hydraulic pump to accommodate all clients. It reclines and has an adjustable, removable head rest. In addition, there is an optional adjustable swiveling footrest available. belava.com

22 | NAILPRO | JUNE 2022

24 | NAILPRO | MAY 2022

MAGAZINE PRODUCT ROUNDUP CONT'D

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

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Nailpro* 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. No company logos, trademarks or additional verbiage on images.
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.


Monthly Roundup

Nails Have No Gender: Eliminating Gender Bias in Your Nail Business

By Jaime Schraback
Nine tips to help normalize and neutralize nail services for all your clients regardless of gender.
[Read More →](#)


[The Smart Spray Head from Luraco](#)


[Refreshing Odor Treatment Socks From Voesh](#)


[Apothecary From Revel Nail](#)

MAGAZINE COVER SPONSORSHIP

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

Showcase your expertise in the professional nail industry and align your brand with Nailpro as an industry leader.

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

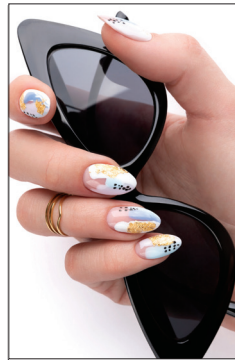
Nailpro - The Art and Business of Nails

Nailpro serves cutting-edge nail salon owners and nail technicians with the latest nail trends, techniques, products, services and advice for growing a sustainable nail business.

Cover Image Examples

Images should be strong, dramatic, fashion oriented and future forward.

All cover images need to be vertically oriented when possible.



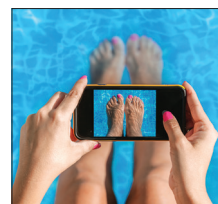
Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →



Final Cover Image -
Enlarged and cropped.



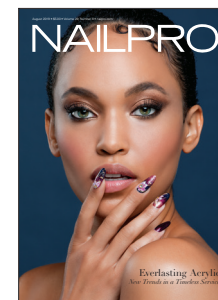
Original Image →



Final Cover Image -
Enlarged and cropped.



Original Image →



Final Cover Image -
Enlarged and cropped.

MAGAZINE COVER SPONSORSHIP CONT'D

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

The cover sponsorship allows you to provide the image for *Nailpro*'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 *Nailpro* 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 *Nailpro* E-Newsletter
- 1 Social Media Post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

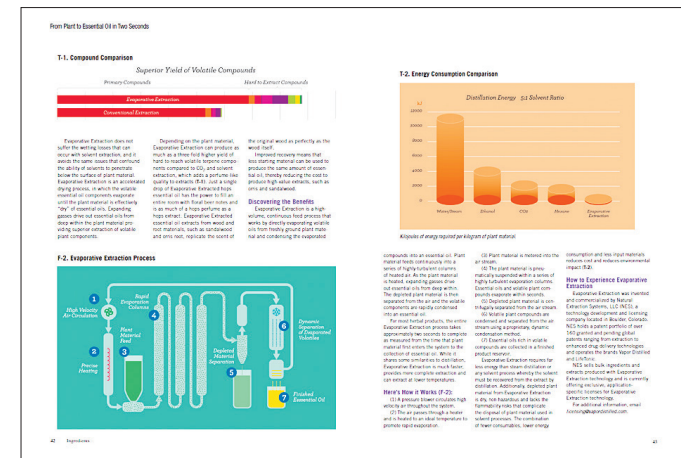
Investment: \$20,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio

MAGAZINE ADVERTISING SPECIFICATIONS

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

Reach over 40,000 qualified subscribers dedicated to nail salon services.

Printing: Four-color (CMYK) web offset

Binding: Saddle-Stitched

Paper: Cover 100# (88 BR), body 60# (83 BR)

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

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

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. JPEG's 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.
- 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

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

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)

