

Beauty Launchpad – Everything Beauty for Salons & Stylists



What is *Beauty Launchpad*?

Beauty Launchpad is the premier 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, colorists and men's groomers to excel behind the chair—and beyond.

Why It's Important*

- The professional salon industry comprises more than 80,000 businesses.
- Beauty salons make up about 95% of US hair and beauty industry revenue, with barbershops accounting for the remaining 5%.
- The employment of hairstylists, cosmetologists and barbers is projected to grow by 7% by 2028.
- Merchandise sales account for approximately 7.2% of industry revenue.
- Retail of professional-grade hair and cosmetic products within hair salons forms 14.3% of the industry's revenue.



Salon Professional Industry valued globally at more than

\$144.48 billion.*

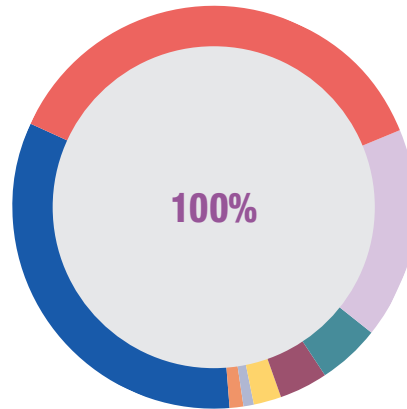
AUDIENCE WHO WE REACH

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**BEAUTY
LAUNCHPAD**
Everything Beauty for Salons and Stylists

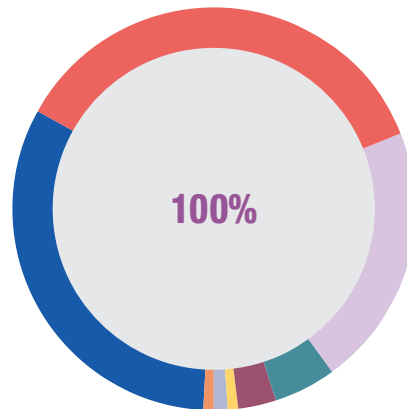


Total Market Reach – 100,000



Primary Job Functions

- Owner/Senior Manager **37%**
- Hair Stylist **17%**
- Salon Manager **5%**
- Colorist **4%**
- Educator/Student **2%**
- Barber **1%**
- Eyelash/Eyebrow Stylist **1%**
- Allied to the Field* **33%**



Primary Business Types

- Hair Salon **36%**
- Full Service Salon **21%**
- Men's Salon/Barber Shop **5%**
- Beauty School **3%**
- Lash/Brow Bar or Studio **1%**
- Resort/Hotel with Salon/Spa Services **1%**
- Supplier **1%**
- Allied to the field* **32%**

*The Stylist News: We are in the process of converting the file to Beauty Launchpad subscriptions. The Stylist News is cosmetologists & salon owners.

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**BEAUTY
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The leading multichannel information platform to reach **100,000** unique Beauty and Salon Professionals.

Magazine Subscribers



60,000

Daily Newsletter Subscribers



52,000

Dedicated E-blast Subscribers



27,000

Website Visitors (Monthly Avg.)



43,300

Registered Website Users: **5,000**

Social Media Followers



924,000

AUDIENCE PURCHASING POWER*

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Purchasing Power

95%

Are the Sole Decision
Maker, Part of a Decision
Making Team or Influence
Decision Makers

Number of Chairs in Salon

65%	5 or Less Chairs
22%	6 - 11 Chairs
8%	12 - 19 Chairs
5%	20 + Chairs

Products Purchased

Hair Care	86%
Hair Color	83%
Equipment and Tools	58%
Extensions	37%
Hair Removal Products	34%
Facial Products	33%
Nail Care Products	33%

Makeup/Cosmetics	32%
Manicure/Pedicure	30%
Body Products	24%
Sun Care Products	19%
Lash Extensions	14%
Eyebrows/Microblading	12%
Permanent Makeup	4%
Other	3%



*Publisher's Data