

## Drive Engagement With Your Brand by Sharing Your Expertise or Aligning Your Brand With Industry Experts/Leaders Selected by Our Editorial Team

### Type of Podcasts

Choose your preferred method of educating the industry:

- Sponsor participates in a five (5) minute editorial interview exclusively focused on the suppliers product innovation.
- Sponsor aligns their brand with an editorial driven podcast with an industry leader.

### Who You Reach

Qualified Hair Professionals across multiple media channels.

- 60,000 Magazine Subscribers
- 52,000 Daily Newsletter Subscribers
- 27,000 Dedicated E-blast Subscribers
- 43,300 Monthly Website Visitors
- 5,000 Registered Website Users
- 924,000 Social Media Followers

### Direct Leads & Reporting

- Anyone who selects “Listen” to hear the podcast will generate a lead
- Leads are available real time with daily access to the report
- Final report will be submitted 1 week after the 4-week editorial push

### The Program

4-week **Lead Generation** and branding ride along. Podcast will be:

- Posted in the daily newsletter once a week and listed as the sponsor
- Shared in our social media as the sponsor

- Published on the website
  - Logo will be placed on the podcast website page
  - Company name will be listed as “Sponsored by Company Name” (no logo).
  - Listed on the home page (4-5 days)
  - Listed under description of podcast on the list pages
  - Listed under author name on detail page
  - Listed on podcast graphic or next to podcast/video file
- Included in the digital magazine as an exclusive content
- Included in an e-blast to qualified subscribers

### Material Needed:

Logo, 300 dpi & Company Name to be listed.

**Rate: \$3,360**

*Must book at least 6 weeks before run date.*

*Material is due 4 weeks before run date.*

