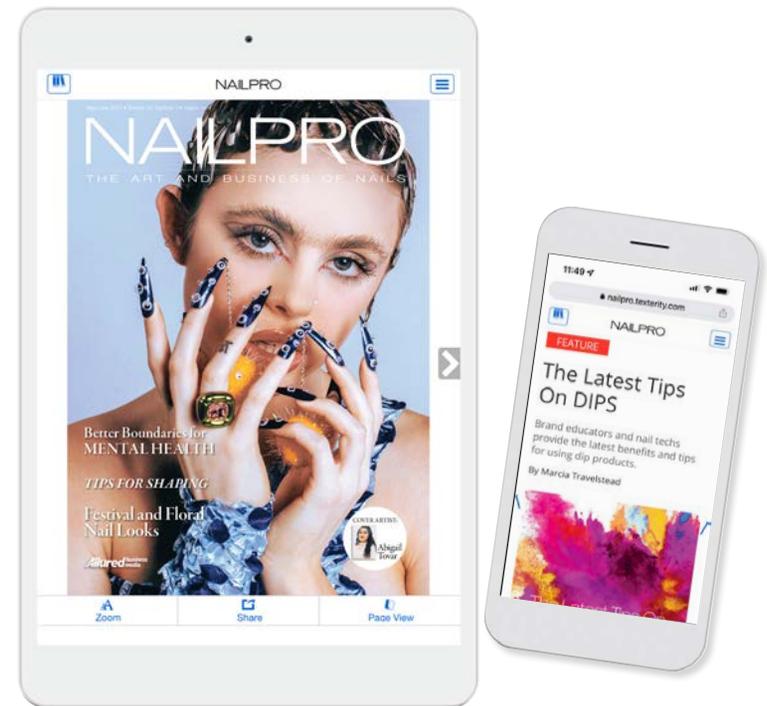


## Make an Impact With Over 40,000 Nail Professionals Who Engage With *Nailpro*

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



Digital Edition

# 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



*Katie Anderson*

**Katie Anderson**  
Editor-in-Chief  
*Nailpro*

## The Perfect Partner

The U.S. professional nail care market is growing, with nail artists nationwide experiencing full books and experts estimating a forecasted 6.9% growth each year into 2026. Nail salons that have the right talent and products will undoubtedly see great success in the coming years, but getting in front of those successful nail salons proves increasingly difficult with nail product market saturation and social media overload.

So, how do you get your nail brand on top? You partner with *Nailpro*.

In 2024, *Nailpro* will celebrate 34 years of providing nail professionals and nail salon owners with the business education, top techniques and industry happenings and trends they need to succeed. The *Nailpro* reader is dedicated to their craft, invested in their career and committed to finding the best possible products in their journey. If that is you, why partner with anyone else? Why gamble on other outlets, where you get a mixed bag of pros and DIYers just looking for trends and cheap products?

*Nailpro*'s audience is composed of vetted nail professionals, after all it is in our name. So, if passionate, dedicated nail professionals are who you want to reach, *Nailpro* is your perfect partner.

\*<https://www.nailpro.com/news/industry-news/news/22512524/report-us-professional-nail-care-market>



**Tina Zavala**  
Educator & Founder,  
*Pop Star Nails*



**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*



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



**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.

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## JAN/FEB THEMES

### SPARKLE AND SHINE

- Glitters
- Chromes
- Iridescent/Shimmer Lacquers/Gels
- Embellishments
- Foils
- Metallic Lacquers/Gels

### WINTER WELLNESS

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

### CUTICLE CARE

- Cuticle Tools
- E-files
- Cuticles Oils & Butters

### SUPPLIER INSIGHTS (DM)\*

- Iridescent Shades

### Product Roundup:

- Valentine's Day

### Nail Knacks Box:

- Winter

### Magazine Due Dates

Editorial: 12/01/23

Ad Close: 01/04/24

### Bonus Distribution:

IBS New York & IECSC New York (co-locating with IECSC)  
Cosmoprof Bologna (DM)\*

## MAR/APR THEMES

### SPRING

- Spring Brights Lacquers/Gels
- Pastel Lacquers/Gels, Acrylics
- Stamps/Stickers/Embellishments

### NAIL HEALTH

- Nail Treatment Products
- Files
- Base Coat Treatments

### ACRYLICS/DIPS

- Acrylic Powders
- Dip Powders
- Nail Forms
- Files
- Brushes

### SUPPLIER INSIGHTS (DM)\*

- Acrylics and Dips

### Product Roundup:

- Pastels

### Nail Knacks Box:

- Winter

### Magazine Due Dates

Editorial: 02/01/24

Ad Close: 02/29/24

### Bonus Distribution:

America's Beauty Show (ABS)  
Premiere Orlando

## MAY/JUN THEMES

### BASICS AND PREP

- Base/Top Coats
- Files/E-files
- Nail Tools
- Acetone
- Primers & Bonders

### WEDDING

- Natural Nails
- French Lacquers/Gels
- Nudes
- Embellishments
- Press-Ons

### TIPS

- Tips
- Glue
- Files/E-files
- Lights

### SUPPLIER INSIGHTS (DM)\*

- Nudes

### Product Roundup:

- Base and Top Coats/Tips

### Nail Knacks Box:

- Spring

### Magazine Due Dates

Editorial: 04/01/24

Ad Close: 04/30/24

### Bonus Distribution:

IBS Las Vegas & IECSC Las Vegas  
Cosmoprof North America-Las Vegas

## JUL/AUG THEMES

### SUMMER

- Summer Brights
- Nail Art Tools
- Embellishments
- Foils

### PEDICURE

- Pedicure Tubs/Thrones
- Pedicure Tools
- Foot Care Products
- Scrubs
- Soaks

### SANITATION

- Tools Sanitation
- Sanitation Lights
- Cleaning Products
- Spring Cleaning

### SUPPLIER INSIGHTS (DM)\*

- Neons

### Product Roundup:

- Tubs/Thrones

### Nail Knacks Box:

- Summer

### Magazine Due Dates

Editorial: 06/01/24

Ad Close: 07/03/24

### Bonus Distribution:

Nailpro Nail Show (co-locating with Face & Body)  
Skin Care Show  
Premiere San Antonio  
Utah Nail Expo  
Premiere Columbus

## SEP/OCT THEMES

### FALL

- Dark Lacquers/Dips/Gels
- Nail Art Tools & Products
- Stamps
- Embellishments

### ADVANCED NAIL TECHNOLOGY

- 3D Gels
- Magnetic
- Cat Eye
- Printers
- Innovative Ingredients

### 30 UNDER 30

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

### SUPPLIER INSIGHTS (DM)\*

- Dark Nail Colors

### Product Roundup:

- Mattes

### Nail Knacks Box:

- Fall

### Magazine Due Dates

Editorial: 08/01/24

Ad Close: 09/02/24

### Bonus Distribution:

Premiere Anaheim (DM)\*

## NOV/DEC THEMES

### HOLIDAY

- Gift Guide
- Nail Art Embellishments
- Chromes & Metallics
- Hard Gel
- Foils

### READERS' CHOICE

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

### SALON STAPLES

- Salon Furniture
- Decor
- Backbar Basics
- Software Solutions

### SUPPLIER INSIGHTS (DM)\*

- Gift Guide

### Product Roundup:

- Tools

### Nail Knacks Box:

- Fall

### Magazine Due Dates

Editorial: 10/01/24

Ad Close: 10/25/24

### Bonus Distribution:

Premiere Anaheim (DM)\*

Editorial content is subject to change. All bonus distributions are tentative. Please contact Shamella for up-to-date show distribution information.

\* (DM) - Digital Magazine

# MAGAZINE PRODUCT ROUNDUP

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**NAILPRO**  
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## 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.nailpro.com](http://www.nailpro.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.

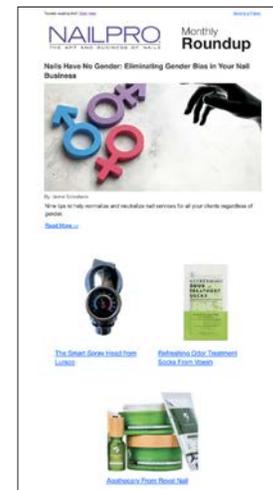
### Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Nailpro* Magazine in 2024.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

### 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.



# MAGAZINE COVER SPONSORSHIP

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**NAILPRO**  
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## 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 ADVERTISING SPECIFICATIONS

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**NAILPRO**  
THE ART AND BUSINESS OF NAILS

## Reach Over 40,000 Qualified Subscribers Dedicated To Nail Salon Services

**Printing:** Four-color (CMYK) web offset

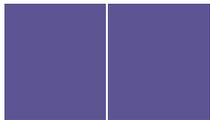
**Binding:** Saddle-Stitched

**Paper:** Cover 80# 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.

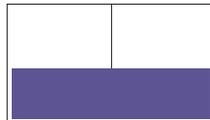
### NEW IN 2024

#### ADVERTISING SIZES All dimensions are width by height.



##### Spread

Trim 16.376" x 10.875"  
416 mm x 277 mm  
Bleed 16.751" x 11.25"  
425 mm x 283 mm



##### 1/2-page horizontal spread

Trim 16.376" x 5.333"  
416 mm x 135 mm  
Bleed 16.626" x 5.458"  
422 mm x 138 mm  
Note: Bleeds 1/8" left, right and bottom of spread



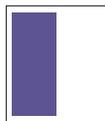
##### 1/3-page vertical

2.167" x 10"  
55 mm x 254 mm



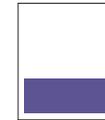
##### Full page

Trim 8.188" x 10.875"  
208 mm x 277 mm  
Bleed 8.438" x 11.125" (1/8" bleed)  
214 mm x 282 mm



##### 1/2-page vertical

3.333" x 10"  
85 mm x 254 mm



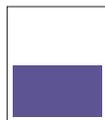
##### 1/3-page horizontal

7" x 3.167"  
178 mm x 80 mm



##### Live Area

7" x 10"  
176 mm x 252 mm



##### 1/2-page horizontal

7" x 4.833"  
178 mm x 123 mm



##### 1/4-page horizontal

7" x 2.333"  
178 mm x 59 mm



##### 1/4-page vertical

3.333" x 4.833"  
85 mm x 123 mm

# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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## ELECTRONIC FILES

### PREFERRED FILE FORMAT

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

**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 Keithleen Mendoza at [kmendoza@allured.com](mailto:kmendoza@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.

### 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

### COVER CORNER

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

- The ad can be placed in the bottom right (recommended) or the top right corner of the magazine cover.

