

Excellent content marketing lets you control the conversation while amplifying your brand awareness.

This is your opportunity to **educate hair professionals** on your offerings, demonstrate thought leadership and build trust with hair stylists, salon owners and hair industry professionals. Provide in-depth information on your products, including benefits and best practices, or tell your story and how you continue to positively impact the industry and receive a **content asset** for future use.

2-Page Advertorial

A 2-page layout will fit approximately 800-1,000 words, 2-3 images and one headshot.

Who You Reach

Qualified Hair Salon Professionals across multiple media channels.

- 59,000 Magazine Subscribers
- 40,000 Daily Newsletter Subscribers
- 6,400 Registered Website Users
- 38,300 Monthly Website Visitors
- 923,000 Social Media Followers

What's Included

- Published in the magazine
- 10 print copies of the issue
- Inclusion in the Table of Contents
- Posted to the website marked as “Sponsored”
- Marketed as a Web Exclusive with a 60 day marketing push
- Posted 3x in the daily newsletter
- Website listing in Sponsored Positions (rotating)
- Shared on social media (cross posted)
- Provided as a PDF content asset for your website or to use for marketing purposes
- Automated Reporting

1-Page Advertorial

A 1-page layout will fit approximately 400-600 words, 1-2 images and one headshot.

Who You Reach

Qualified Hair Salon Professionals across multiple media channels.

- 59,000 Magazine Subscribers

What's Included

- Published in the magazine
- 5 print copies of the issue
- Inclusion in the Table of Contents
- Posted to the website marked as “Sponsored”
- Provided as a PDF content asset for your website or to use for marketing purposes
- No Reporting

Rates

1 Page Advertorial (Supplied*)	\$4,300
1 Page Advertorial (Q&A Interview**)	\$5,250
2 Page Advertorial (Supplied*)	\$8,150
2 Page Advertorial (Q&A Interview**)	\$9,100
Per Additional Page (after 2 pages)	\$2,525

*Supplied: You supply production ready content & images, we lay out the article.

**Q&A Interview: You participate in an interview, supply images and we write, edit and lay out the article.