

MAGAZINE COVER SPONSORSHIP

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

Ensure your position in the industry is a statement in itself.

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

Beauty Launchpad – Everything Beauty for Salons & Stylists

Beauty Launchpad is the 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 and colorists to excel behind the chair—and beyond.

Cover Image Examples

Images should be dramatic, fashion-forward and hair focused.
All cover images need to be vertically oriented.



Designers work with the scale and crop of each image to arrive at a final cover.

Example shows original image and how it can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →

Final Cover Image - cropped

MAGAZINE COVER SPONSORSHIP CONT'D

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The cover sponsorship allows you to provide the image for *Beauty Launchpad's* cover. This gives you the opportunity to use an image of your choice 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, company, and unique value proposition. Below are some design examples of what it might look like. In addition to going into *Beauty Launchpad* 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 that becomes a web exclusive
- Mentioned in editor's note
- Included 3x in *Beauty Launchpad* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

Rate: \$22,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle

HAIRSTORY Great For Your Hair, Great For Our Planet

We all want our clients to leave with great hair. What if you could do that with gentle ingredients, less environmental impact and less products, yet make more money and with education that was exactly what you needed? That might sound impossible, but it's all reality with Hairstory.

HOW DID YOU GET YOUR SPONSORED IMAGE?
I wanted something as clean that would lead me to interesting and exciting places. I moved to New York City after my fiancé lost his job at Google in Boulder. I was excited to start my own salon, which I did, but the owner had other plans and sold. So I was going to have his old salon. When I went to show it, I was brought to a new location. I was very happy to have a new location, but I was also nervous. I had never owned a salon before. I was very nervous about the future. I was very nervous about the future. I was very nervous about the future.

HOW DO YOU EDUCATE AN EDUCATION INTEREST?
We discovered the way we educate business owners and professionals. Rather than having a traditional hair salon, we had to educate our clients on the importance of hair care. We had to educate our clients on the importance of hair care. We had to educate our clients on the importance of hair care.

HOW HAS THE BRAND CHANGED YOUR SUCCESS?
I have been able to bring in more clients than I could have imagined. I have been able to bring in more clients than I could have imagined. I have been able to bring in more clients than I could have imagined.

HOW HAS THE HAIRSTORY PRODUCTS COMES TO BE?
I had always had my salon, but I was always struggling to make ends meet. I was always struggling to make ends meet. I was always struggling to make ends meet.

Say Goodbye to Damaging Detergents

You've been telling your clients that shampoo too much, for as long as you can remember. Not only is traditional shampoo bad for your clients' hair, it's also bad for our planet.

NEW WASH

HAIRSTORY DOES THINGS DIFFERENTLY—making your sustainable products by using gentle ingredients and eco-friendly packaging. New Wash uses natural ingredients and eco-friendly packaging. New Wash uses natural ingredients and eco-friendly packaging.

HAIRSTORY WAS FOUNDED with the mission of being an eco-friendly and sustainable brand, and naturally supports in educating and inspiring our customers. The impact is clear and real.

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Example 4-Page Folio

4 Lived-In Looks From Wes

It's the beauty that I did in Hairstory. I really understand the hair. I really understand the hair. I really understand the hair.

Like Shampoo, But Good for Hair

Hairstory's first-of-its-kind, cleansing clean New Wash gives clients what they need, every day. The custom formula nourishes, cleans, conditions, detangles, strengthens, and repairs hair, all in one step.

JOIN HAIRSTORY PRO: MAKE YOU AND YOUR CLIENT HAPPY!

Are you passionate about giving your clients the best hair, happiest hair ever? How about without using harsh soaps and damaging detergents found in traditional shampoos? We'd love for you to join our community of professional hairstylists.

IT'S EASY TO APPLY—and once selected our Hairstory Pro members receive incredible benefits.

SPECIAL PRICING FOR YOUR SALON
This year save more money with New Wash. New Wash is now only \$12.99 for 12oz. New Wash is now only \$12.99 for 12oz.

FREE EDUCATION
We'll provide you with a free education on the benefits of New Wash. We'll provide you with a free education on the benefits of New Wash.

WEEKLY PRICING
Like a gift to your client, we'll provide you with a weekly discount on New Wash. Like a gift to your client, we'll provide you with a weekly discount on New Wash.

FREE EDUCATION AND EXCLUSIVE BONUS
We'll provide you with a free education on the benefits of New Wash. We'll provide you with a free education on the benefits of New Wash.

SCAN HERE TO CLAIM FREE NEW WASH

GET ALL THE DETAILS
Scan the QR code to learn more about New Wash and the benefits of being a Hairstory Pro member. Scan the QR code to learn more about New Wash and the benefits of being a Hairstory Pro member.