

Drive engagement with your brand by sharing your expertise or aligning your brand with industry experts/leaders.

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.

- 59,000 Magazine Subscribers
- 40,000 Daily Newsletter Subscribers
- 30,000 Dedicated E-blast Subscribers
- 38,300 Monthly Website Visitors
- 6,400 Registered Website Users
- 923,000+ 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 for a total of 3x 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: \$3,550

Must book at least 6 weeks before run date.

Material is due 4 weeks before run date.

