

Make an impact with over 39,000 nail professionals.

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

Angelina Lutsenko  
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[www.beautylaunchpad.com](http://www.beautylaunchpad.com)

**NAILPRO**  
THE ART AND BUSINESS OF NAILS



**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*



**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
- Cuticle Oils and Butters

### SUPPLIER INSIGHTS (DM)\*

- Chrome

### Product Roundup:

- Gold

### Magazine Due Dates

Editorial: 12/01/24  
Ad Close: 01/02/25

### Bonus Distribution:

Premiere Anaheim (DM)\*  
IBS New York & IECSC New York (co-locating with IECSC)

## 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:

- Yellow

### Nail Knacks Box:

- Spring

### Magazine Due Dates

Editorial: 02/01/25  
Ad Close: 02/27/25

### Bonus Distribution:

Cosmoprof Bologna (DM)\*  
America's Beauty Show (ABS) (DM\*)

## MAY/JUN THEMES

### BASICS AND PREP

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

### NAIL ART

- Gel Paints
- Nail Art Tools
- Stamps
- Embellishments
- Foils

### TIPS

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

### SUPPLIER INSIGHTS (DM)\*

- E-Files

### Product Roundup:

- Nail Art

### Magazine Due Dates

Editorial: 04/01/25  
Ad Close: 04/29/25

### Bonus Distribution:

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)\*

- Summer Brights

### Product Roundup:

- Pedicure Products

### Nail Knacks Box:

- Summer

### Magazine Due Dates

Editorial: 06/01/25  
Ad Close: 07/03/25

## SEP/OCT THEMES

### FALL

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

### GELS

- 3D Gels
- Polygels
- Gel Polish
- Gel Paints
- Gel Base and Tops

### 30 UNDER 30

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

### SUPPLIER INSIGHTS (DM)\*

- Maroon

### Product Roundup:

- Gel Tech

### Nail Knacks Box:

- Fall

### Magazine Due Dates

Editorial: 08/01/25  
Ad Close: 09/02/25

## NOV/DEC THEMES

### HOLIDAY

- Gift Guide
- Nail Art Embellishments
- Chromes and 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:

- Software

### Nail Knacks Box:

- Winter

### Magazine Due Dates

Editorial: 10/01/25  
Ad Close: 10/27/25

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

# 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 monthly "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.
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 sample request.

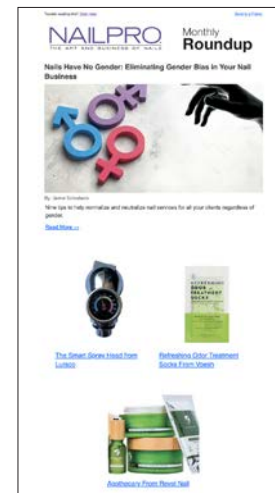
### Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Nailpro* Magazine in 2025.
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 at 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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## Ensure your presence in the industry is a statement in itself.

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

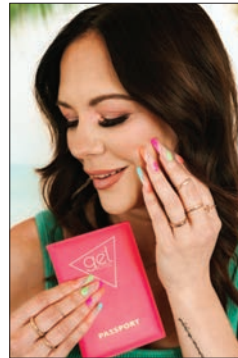
### *Nailpro* - The Art and Business of Nails

*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.

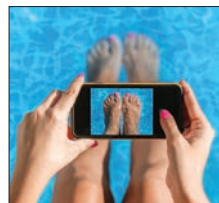
### Cover Image Examples

Images should be fashion oriented and future-forward.

All cover images need to be vertically oriented.



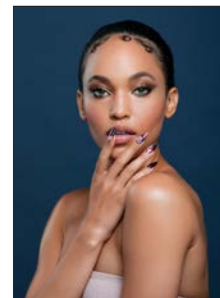
Designers work with the scale and crop of each image to arrive at a final cover. Examples to the right show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



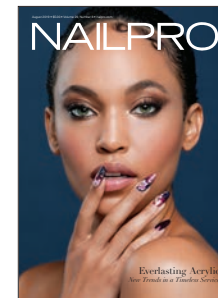
Original Image →



Final Cover Image -  
Enlarged and cropped.



Original Image →



Final Cover Image -  
Enlarged and cropped.

# MAGAZINE COVER SPONSORSHIP CONT'D

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**NAILPRO**  
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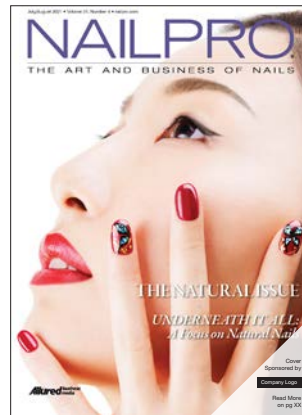
The cover sponsorship allows you to provide the image for *Nailpro's* cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Our editors will help you create a 4-page story specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like. In addition to appearing in *Nailpro* and on our website, we will provide you a PDF version for your own marketing use.

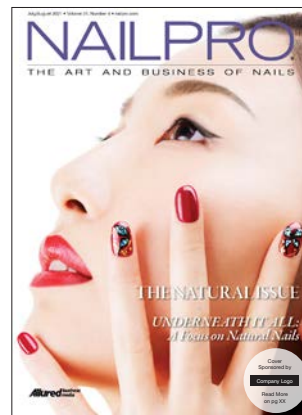
## What's Included

- 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 *Nailpro* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

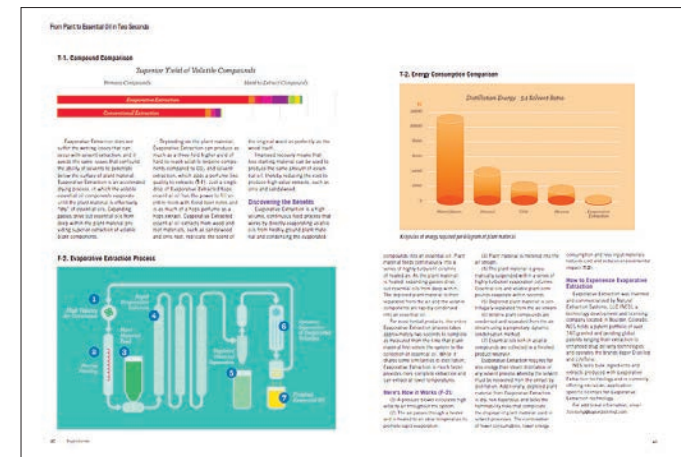
**Rate: \$22,000**



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio

# MAGAZINE ADVERTISING SPECIFICATIONS

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**NAILPRO**  
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Reach over 39,000 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.

## 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

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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 Dariia Taalaibek kyzy at [dtaalaibek@allured.com](mailto:dtaalaibek@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.



# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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## DIGITAL EDITION ADVERTISING

Issue Ready E-mail & Digital Edition Banner Ad (includes Mobile Ad)

**Rate: \$3,525**

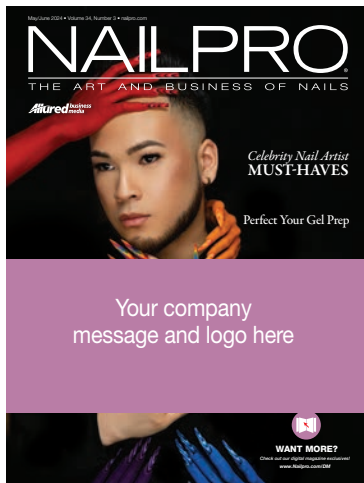
Issue Ready Email Ad 300 x 250 px, 72 dpi

Reader Banner Ad 728 x 90 px, 72 dpi

Mobile Banner Ad 320 x 50 px, 72 dpi

Belly Band 7.875" wide x 4"-5" tall

**Rate: \$6,825**



Digital Belly Band

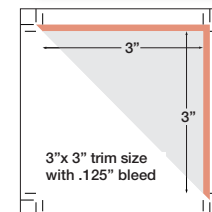
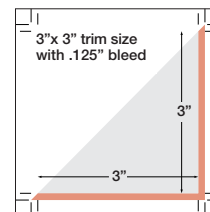
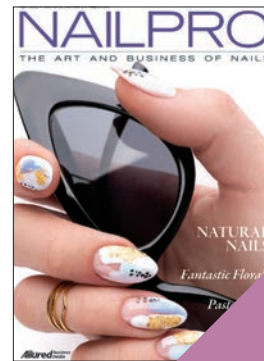
## COVER CORNER

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.

**Cover Corner: \$2,775**

**Cover Corner With Ad: \$2,350**



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

This is your opportunity to **educate nail professionals** on your nail offerings, demonstrate thought leadership and build trust with industry professionals. Provide in-depth information on your products or tell your story and your positive impact on the industry. When the advertorial is complete, you'll 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 Nail Professionals across multiple media channels.

- 39,000 Magazine Subscribers
- 24,000 Daily Newsletter Subscribers
- 9,000 Registered Website Users
- 56,000 Monthly Website Visitors
- 1.6M Social Media Followers

### What's Included

- Placement in the magazine
- 10 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as "Sponsored"
- 60 day marketing push marketed as a Web Exclusive
- 3x inclusion in the daily newsletter
- Rotating website listing in Sponsored Positions
- Cross-posted on social media
- PDF content asset for your website or to use for marketing purposes
- Automated Reporting

### Rates

2 Page Advertorial (Supplied*)	<b>\$6,450</b>
2 Page Advertorial (Q&A Interview**)	<b>\$7,395</b>
Per Additional Page (after 2 pages)	<b>\$2,525</b>

\*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.