

PROFESSIONAL
beauty

Media Pack

2014

Professional Beauty

All Professional Beauty readers are subscribers or salons & spas that have individually been telephoned by our team.

ABC AUDITED CIRCULATION:

16,082 

Professional Beauty is *the* magazine for Britain's beauty, spa and nail professionals.

Professional Beauty has an unrivalled ability to influence salon owners and spa directors. This is achieved by delivering an informative, stylish and inspirational business magazine to every known spa, salon and school undertaking health and beauty treatments in the UK.

Professional Beauty's editorial is specifically designed to help salon and spa owners grow their businesses. Being such a trusted source of information helps our advertisers increase both their sales and brand awareness.

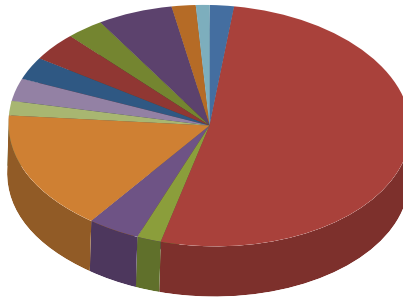
Core readership:

- Salon owners
- Spa directors
- College heads of department*

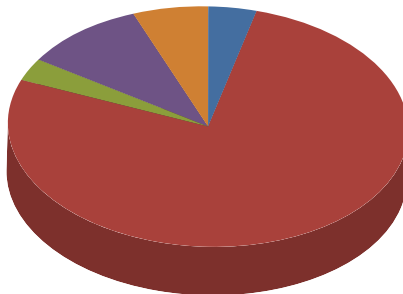
Professional Beauty is the only magazine in the sector where every reader has either bought a subscription or has been spoken to by one of our tele-marketing team. Suppliers and brand owners know that their advertising appears in the industry's most respected magazine, one with the highest quality circulation of salon and spa owners.

* New for 2014

READERSHIP BY WORK PLACE



READERSHIP BY JOB TITLE



Average circulation: 16,082. 2013 subscription and 14,750 telephone request.

Magazine

Regular sections

Every month Professional Beauty can be relied upon to deliver:

News

Independent and exclusive stories on the latest events, issues and opinion affecting the professional market

Insider

Professional Beauty is the only industry magazine that generates exclusive statistics every month to help readers benchmark their beauty salon, spa or nail salon businesses

Ask the Experts

Our team of industry specialists answer questions on every area of running a salon or spa business

Interview

We profile a senior-level opinion leader and quiz them about the secrets of their success and their predictions and advice for the professional market

New products & treatments

The latest professional launches are reviewed every issue

Calendar

The essential dates for the salon or spa owner's diary

Annual Buyers Guide

The complete beauty bible for the industry including supplier listing, trends and a ideal reference tool for the year ahead.

Magazine competitions

We run a monthly competition in the magazine, which gives great exposure.

If you are interested in taking part contact harry@professionalbeauty.co.uk

You will receive:

1/4 page space

1 image, short description of the offer

Prize value minimum £100

Minimum of 10 gifts

Winner details sent to you to send the prizes out



Features 2014

Each issue of Professional Beauty magazine covers all sectors of the industry, including: skincare, nails, spa, machines and advanced aesthetic treatments. In addition, we will run special focuses on the below:

January

Professional Beauty Excel preview
Most Inspiring Spas
Product focus: Skincare for body

February

Professional Beauty Excel preview
Product focus: Tanning (spray and UV)

March

Professional Beauty Excel show issue
Product focus: Machines for the face
(5,000 extra copies distributed at ExCeL)

April

Skincare – face
Waxing & hair growth inhibitors
Product focus: Laser and IPL

May

Tanning (non UV)
Product focus: Pedicures

June

Make-up – including colour cosmetics and semi-permanent make-up
Product focus: Furniture and couches

July

Most Inspiring Salons
Nutrition & supplements
Product focus: Software

August

Lashes and brows
Training
Product focus: Uniforms, towels & robes

September

Professional Beauty Manchester preview
Most Inspiring Nail Salons
Product focus: Male grooming

October

Professional Beauty Manchester show issue
Natural nails
Product focus: Christmas launches and promotions
(3,000 extra copies distributed at Manchester Central)

November

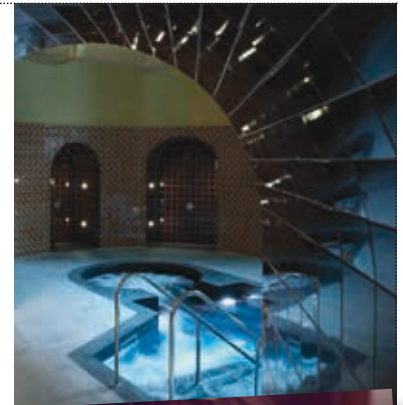
Most Inspiring Medi-spas & Clinics
Anti-ageing special feature
Product focus: Machines for the body

December

Most influential product & treatment launches of 2014
Step-by-step special

Professional Beauty Buyers' Guide 2015

Information on every supplier in the industry
Plus, editorial on trends and market insight for the year ahead



Advertising rates 2014

Advertising Rates	One off	Six in a year	Full 11 issues
Double page spread	£3,350	£3,150	£2,900
Full page	£1,950	£1,875	£1,790
Half page	£1,150	£1,075	£975
Quarter page	£725	£700	£675
	Special positions Outside back page, inside front cover 'double' front cover, cover wraps, early left facing news, early right		
Classified Advertising	One off	Six in a year	Full 11 issues
Colour per single column (cm)	£32	£31	£29
Inserts	£1,850 (up to 10g)		
<i>Please add VAT to the above rates</i>			



Digital

www.professionalbeauty.co.uk

Average visits per month*

50,519

rising in show months to over
112,248

Increasing year on year

January 2011: 34,241
January 2012: 43,358
January 2013: 68,322

Bespoke emails

Offer-led dedicated email about your company sent to 94,000 professionals at 57,000 sites. 12.45% average unique open.

Professional Beauty E-newsletter

Weekly e-newsletter emailed to a database of 127,000 professionals at 77,000 sites. Total of 11.72% average unique open.

Sponsorship packages include:

- Exclusive promotion
- Top banner, which links to your website
- Your story and one image, which links to professionalbeauty.co.uk
- Your story on the Professional Beauty homepage for one week
- Pushed through social media

Professional Beauty App

Now subscribers can view every issue on the go via the multi-platform app for iPhone, iPad and Android.

Social media stats

Twitter: 20,454 followers
Facebook: 15,330 Likes
LinkedIn: 1,616 members



Program E+O

Program E+O IPL hair removal – the ultimate professional opportunity using award winning technology

Always report to your client that you are the best at what you do!

Step 1: The client must be clean and dry. No lotions, oils, or makeup on the area.

Step 2: The client must be clean and dry. No lotions, oils, or makeup on the area.

After your thirty day trial, you will be able to offer your clients the ultimate beauty treatment opportunity.

Call us! 0203 036 0990 For more information or to become a member



* Average from Jan-Nov 2013

2014 online rates

Online Rates	One off	3 months	6 months	12 months
E-news	£900			
Bespoke E-shot	£1200			
Home page skyscraper		£500	£475	£450
Home page button		£325	£285	£250
Ticket registration page skyscraper		£500	£450	£425
Ticket registration page button		£300	£250	£225

All rates, except e-news, are per month and exclude VAT



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