

HEALTH AND BEAUTY SALON



Media Information

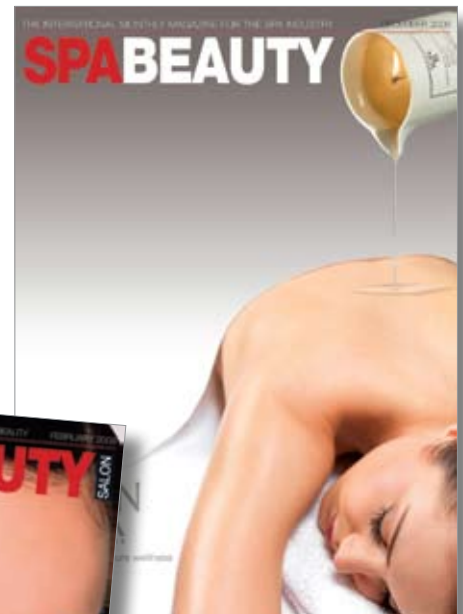


Introduction

Each month Health & Beauty Salon brings the latest views, product innovations and need-to-know information from all aspects of the beauty market. Regular features on the latest techniques, step-by-step treatment guides and new products on the market are supported by an expanded series of special supplements on specific areas.

Through the Audit Bureau of Circulation, Health and Beauty Salon is ABC certified, meaning you can be 100% confident that the audience we deliver meets your requirements.

Finally Health & Beauty Salon has a range of added services to enhance your marketing communications campaigns. Direct mail, sponsorship, list rental and advertising effectiveness are all on offer, read on to find out more.





Editorial Mission

Health & Beauty Salon has been a source of inspiration since its launch in 1980 – and has led the way in the beauty, spa and nail industry from the first issue. It is a trusted font of information and the voice of authority on the beauty world.

Spanning beauty, spa and nail's, all neatly encapsulated within it's pages you will find up-to-the-minute news on what's happening in the industry (including the paramedical), both here and overseas; serious features on the law and how it affects both salon/spa owners and therapists; and practical advice and tips on, for

example, retailing, training and how to market your salon in the dedicated business section.

Likewise, each month, there's an in-depth look at seasonal topics; profiles on salons and people; interviews with industry icons; and pages on the latest products, as well as step-by-step instructions on treatment techniques.

Health & Beauty Salon has always had an instinctive understanding of what its readers want – and has delivered over the years. Reading it is the route to success.

Circulation

All controlled circulation recipients of Health and Beauty Salon are rigorously audited by the Audit Bureau of Circulation and must meet our strict criteria in order to qualify for their monthly copy.

Unlike some magazines, Health & Beauty Salon readers who receive the magazine by controlled circulation must be beauty professionals, work in bonafide beauty salons and have influence of the purchase of goods and services for their business. Magazines will only be sent to named individuals who meet our terms. As a result you can be confident in the quality of our circulation.

The ABC Audit Certificate shows the granular nature and high quality of our circulation. We are able to provide advertisers with a detailed analysis of who our readers are, what they purchase and where they are located. This can be invaluable in targeting advertising messages, inserts or even in selecting criteria for a direct marketing campaign.





Health and Beauty Salon in numbers

| | |
|--------------------------|---------------|
| Total Circulation | 12,706 |
| Paid subscriptions | 2079 |
| Controlled circulation | 10,550 |
| Complimentary copies | 77 |

Figure taken from ABC audit June 08 – for the most up-to-date circulation analysis visit www.abc.org.uk

83% of our circulation is fully requested and controlled. This means readers have to apply to get their copy of the magazine, and in order to qualify they must meet strict criteria. 17% of our readers are paid subscribers who value the product so highly they are happy to pay for it.

Our controlled circulation recipients are:-

100% owner, partner, director and manager level with authority to buy your products.

The breadth of our controlled circulation database means that we can produce detailed analysis to help you target your marketing message more effectively. Call us to find out more.

Advertising opportunities

A range of advertising opportunities are available with significant discounts for series bookings.

| Number of Insertions | 1 | 5 | 9 | 12 | 18 |
|-----------------------------------|--------|--------|--------|--------|--------|
| DPS | £3,185 | £3,025 | £2,865 | £2,550 | £2,390 |
| Page | £1,930 | £1,835 | £1,740 | £1,545 | £1,450 |
| 1/2 Page | £1,160 | £1,140 | £1,080 | £960 | £900 |
| 1/4 Page | £680 | £640 | £610 | £540 | £505 |
| Special Rates | | | | | |
| Front cover with DPS | £5,000 | | | | |
| IFC DPS | £3,660 | £3,480 | £3,295 | £2,930 | £2,745 |
| Outside Back Cover | £2,315 | £2,200 | £2,085 | £1,855 | £1,740 |
| IBC/First RHP/Guaranteed position | £2,125 | £2,020 | £1,910 | £1,695 | £1,595 |
| Multiple | | | | | |
| 3 Pages | £4,440 | £4,220 | £3,995 | £3,550 | £3,330 |
| 4 Pages | £5,695 | £5,410 | £5,125 | £4,555 | £4,270 |



Added value for advertisers

Target specific marketing

Our controlled circulation database is in-depth and up-to-date. As well as list rental, our readers can be carefully segmented, allowing your direct mail and inserts to target a specific sector, such as salons with over three treatment rooms, or salons that buy competitor brands or services.

Research

Each year we conduct a Subscriber Attention Measurement survey. All advertisements within that issue will be included in a study to test reader recall.

Additional marketing opportunities

Direct Marketing – Health & Beauty Salon offers unparalleled access to salon owners, business partners, managers and therapists, putting forward a one-stop solution for all your direct marketing needs through its list rental service Mardev. The independence and quality of the editorial makes it the obvious read for professionals seeking reliable information when making buying decisions, therefore Health & Beauty Salon is the most powerful marketing tool your company can use to make an impact on the professional beauty industry.

British Beauty & Spa Awards – the night where innovation and excellence in the professional beauty industry is recognised and celebrated. Over recent years the awards have attracted coverage from local, national and international press.



Advertising and Sponsorship

Steve James – Sales Director – 020 8652 8259

Recruitment

Leila Odobasic – Senior Sales Executive – 020 8652 8729

Classified

Jo Mulcahy – Sales Executive – 020 652 8356

Editorial

Moira Paulusz – Deputy Editor – 020 8652 3206

Publisher/Editor-in-chief

Jayne Lewis-Orr – 020 8652 8255
