

MODERN SALON media

2018 MEDIA KIT





We cover the full range of the industry – including education, salon business, hairdresser well-being, data and technology, hair fashion, current and emerging techniques, and new products.

We get the challenges facing today's marketer too: there are so many avenues to market, so many platforms to master, so much "noise" in the industry. How do you break through?

With a partner who has the widest range of solutions, the deepest wealth of knowledge and experience, the largest audience and databases, and the resources to get it all done.

MODERN SALON Media is a part of Bobit Business Media, a leading B2B media company including NAILS Magazine, VietSALON, and the NAILS Magazine Career Handbook. Bringing our brands together, we provide a host of new resources to our marketers, new solutions to your marketing challenges, and new perspectives from seasoned professionals.

2,589,000
MAGAZINES
DELIVERED ANNUALLY*

2,017,647
MONTHLY PAGEVIEWS**

1,206,549
MOBILE PAGEVIEWS
DELIVERED MONTHLY**

3,002,436
SOCIAL FOLLOWERS
ACROSS DIVERSE PLATFORMS*

10,088,235
IMPRESSIONS DELIVERED
TO OUR AUDIENCE MONTHLY*

107,057
STORIES POSTED ONLINE*

9,920
FIRST PAGE KEYWORD RANKING
IN GOOGLE SEARCH ***

2,304,783
NEWSLETTERS
DELIVERED MONTHLY*

* Publisher's own data as of July 2017 ** Google Analytics Jan.-July 2017 *** SEM Rush July 2017

Stay connected, stay focused

Only Bobit Beauty Group and MODERN SALON Media connect salon professionals at every stage of their career, across every industry segment and with a special focus on the key trends impacting them most. MODERN provides dedicated programs and platforms to connect you with your target audience, allowing you to focus on those who can impact your business.



**CREATIVE ARTISTS/
STYLISTS**
(MODERN SALON and
Artist Session)



**SUITES AND
SELF-EMPLOYED**
(SOLO Artist and special sections)



SCHOOL OWNERS
(Excellence in Education program)



COLORISTS
(PROCESS program and
special sections)



**BUSINESS-FOCUSED,
LEADING SALON OWNERS**
(SALON TODAY, Data-Driven
Salon)



**CHAIN SALONS,
DISTRIBUTORS AND
INDUSTRY LEADERS**
(MEMO)



**TEXTURED HAIR/
CURL SPECIALISTS**
(Regular content in print and
online)



**RECOGNITION-FOCUSED
OWNERS**
(Salon Today 200, Salons of the
Year, S.T.A.M.P. Marketing awards)



CHAIN SALON GROUPS
(through custom programs)



**HEALTHY BEAUTY
INITIATIVE**
(Formerly Healthy Hairdresser
initiative)



**STUDENTS AND NEWLY
LICENSED PROFESSIONALS**
(NAILS & MODERN SALON Ca-
reer Handbooks)



**HAIR LOSS AND
EXTENSIONS**
(HAIR+ program, HAIR+ Summit)



**NAIL SALON OWNERS AND
PROFESSIONALS**
(NAILS Magazine)



**VIETNAMESE SALON
PROFESSIONALS**
(VietSALON)



OUR PRODUCT MIX IS STRATEGIC



> Hairstylists and Salon Owners



> Cosmetology Students & New Stylists



> Owners and Managers of the Nation's Top Salons



> Health/Wellness



> Colorists



> Suppliers, Distributors, Chain Management



> Trichologists, Hair Loss Specialists, Extension Professionals



> Data



> In Person Events, HAIR+ Summit, Data-Driven Salon, Artist Session

salon today
200



> Recognition Programs



> Custom Content

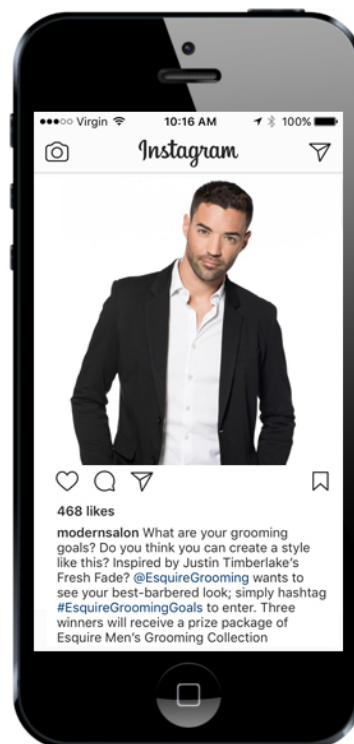


> Industry Research

SOCIAL MEDIA AUDIENCE & OPPORTUNITIES

Our whole team is **active**
on social media because...

- > that's where salon professionals are talking and sharing
- > social is a way to discover trends
- > social media connects our readers to each other



SOCIAL CAMPAIGNS AND CONTESTS

Here are just a few of the ways your brand can leverage MODERN's social media expertise and engagement, and get involved with our communities:

- > CUSTOM CONTENT
- > PROMOTED POSTS
- > CUSTOM CAMPAIGNS AND CONTESTS
- > LEAD GENERATION PROGRAMS
- > LIVE EVENT COVERAGE
- > LIVE BROADCASTS
- > EVENTS
- > GIVEAWAYS
- > ANNOUNCEMENTS
- > HOW-TO EDUCATION
- > COMPETITION ALERTS
- > PHOTO SHOOTS/ COLLECTIONS
- > BREAKING NEWS

 **593,000** FACEBOOK LIKES

 **835,869** INSTAGRAM FOLLOWERS

 **93,834** PINTEREST FOLLOWERS

#modernsalon

#1 HASHTAG IN PROFESSIONAL BEAUTY
WITH MORE THAN 4.8 MILLION USING

 **86,000** TWITTER FOLLOWERS

* all numbers as of August 2017



Our audiences are at various stages of their careers, from new hairstylists to owners and managers of the most successful salons and spas in the country. And in an ever-changing industry, readers rely on information from MODERN SALON to stay ahead of trends, new techniques, business technology, and new sources of inspiration.

MODERN SALON's MEMO is a demographic niche edition of Modern Salon that reaches the professional beauty community's suppliers, distributors, brand leaders, chain salon principals, associations, and more. It is published monthly and supported by a targeted e-newsletter.

MODERN SALON AUDIENCE

Salon professionals

OUR STYLISTS

- > 52% WORK IN SUBURBAN ENVIRONMENTS, 26% IN URBAN
- > 42% WORK IN A SALON WITH BETWEEN 6-20 CHAIRS
- > 37% WORK IN LUXURY OR UPSCALE SALONS
- > 45% WORK IN SALONS THAT ARE MIDMARKET
- > 53% OFFER SPA AND NAIL SERVICES
- > 45% IDENTIFY AS INDEPENDENT CONTRACTORS
- > 87% ARE FEMALE
- > 70% ARE MARRIED
- > 51% PROVIDE THEIR PRIMARY HOUSEHOLD INCOME
- > WORK AN AVERAGE OF 38 HOURS/WEEK (NON-RENTER)
- > THEY AVERAGE 30 CUSTOMERS/WEEK (NON-RENTER)

MODERN SALON



FREQUENCY

- > MONTHLY IN PRINT
- > DAILY ONLINE AND SOCIAL
- > DAILY E-NEWSLETTERS



HAIR: George Alderete
PHOTOGRAPHER: Roberto Ligresti

SALON TODAY's editors have been leading the conversation on salon business for more than 34 years. Our committed team of industry experts offers advice on a variety of business topics, including technology, salon design, leadership, compensation, marketing, personnel development, social media, and more.

SALON TODAY produces a range of "must-read" **special issues** and **recognition programs** celebrating smart business practices of successful salons. These are referenced year-round, with expanded content available on SALON TODAY's website, e-newsletters and social networks.

- > **SINGLE SPONSOR CUSTOM EDITIONS** By invitation only
- > **SALON TODAY 200** 2018 honorees profiled: January/February 2018
- > **SALONS OF THE YEAR** 2018 honorees profiled: May/June 2018
- > **TECHNOLOGY GUIDE** Annual issue and resource: July/August 2018
- > **BIG DATA EDITION** Annual research and reference guide: November/December 2018
- > **2018 S.T.A.M.P.** (Salon Today Annual Marketing and Promotion awards) Honorees profiled: September 2018

AUDIENCE

Salon owners and managers

OUR SALON OWNERS

- > 53% ARE IN SUBURBAN ENVIRONMENTS, 32% IN URBAN
- > 55% HAVE LUXURY OR UPSCALE SALONS, 40% ARE MIDMARKET
- > 65% OFFER EITHER SPA OR NAIL SERVICES
- > 37% WORK MORE THAN 40 HOURS/WEEK
- > 57% HAVE BEEN IN THE BUSINESS MORE THAN 25 YEARS
- > 77% ARE FEMALE
- > 62% ARE MARRIED
- > 55% ARE THEIR PRIMARY HOUSEHOLD INCOME

SALON TODAY



FREQUENCY

- > 6 TIMES PER YEAR IN PRINT
- > DAILY ONLINE AND SOCIAL
- > 2 WEEKLY E-NEWSLETTERS

MODERN SALON
has more total content
**(68,300
indexed pages)**
than all other salon
media websites combined.

American Salon has 7,060; Behind the Chair,
12,500 and Beauty Launchpad, 8,340.

*Source: Google Index

MODERN SALON HAS MORE TOP GOOGLE SEARCH RANKINGS THAN ALL
OTHER SALON MEDIA WEBSITES COMBINED

	MODERN	BTC	AMERICAN	LAUNCHPAD	
#1	567	89	31	98	
FIRST PAGE	3,277	686	233	466	

Think Google Adwords works better?

94% of all clicks on search results pages are on the organic (non-paid) links.

SOME OF THE MANY KEYWORDS WE RANK #1 FOR:

Advanced hairstyling classes

Balayage tips

Color melt

Covering gray

Famous hairdressers

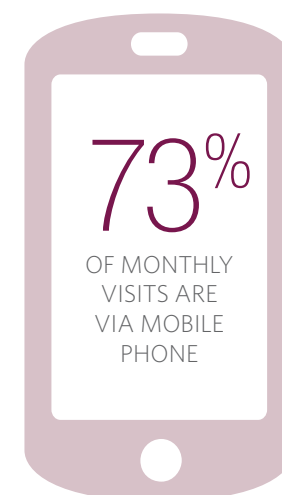
Hair color formula
Hair cutting

How to be a successful
hairstylist

How to build clientele

How to remove box color
from hair

We're **mobile**





2018 EDITORIAL CALENDAR | MODERN SALON

JANUARY

BEGINNING BIG: Commit to a year of success! Advanced education, events, upping your tickets and opportunities at the bowl, in the chair, and beyond.

EXPANDED COVERAGE: Treatments

AD CLOSE: November 27, 2017

MATERIALS DUE: December 4, 2017

FEBRUARY

THE HAIR CUT ISSUE: Trending silhouettes and shapes, and how to achieve them.

PRODUCT FOCUS: Shears and razors

AD CLOSE: December 26, 2017

MATERIALS DUE: January 2, 2018

MARCH

SPRING FLING: Put a spin on the newest trends and fashions with just the right amount of drama.

AD CLOSE: January 25, 2018

MATERIALS DUE: February 1, 2018

APRIL

SPECIAL OCCASION ISSUE: Just in time for prom, wedding season and festivals, techniques and trends that span from braids to chignons.

TREND: Wedding party perfection

EXPANDED COVERAGE: HAIR+ solutions: extensions and more

SPECIAL SUPPLEMENT: Healthy Beauty: Body, Spirit, Business

AD CLOSE: February 26, 2018

MATERIALS DUE: March 5, 2018

MAY

SUMMER COLOR PREVIEW: Hair color application techniques and processing details from top colorists around the globe.

TREND: 50+ hair color formulas

AD CLOSE: March 26, 2018

MATERIALS DUE: April 2, 2018

JUNE

MEN'S ISSUE: The male client is a loyal client—they buy product, they return every few weeks, and they're open to advice. Here's how to talk color, retail and style plus tips on consultations and referrals.

AD CLOSE: April 25, 2018

MATERIALS DUE: May 2, 2018

JULY

BEAUTY AT ANY AND EVERY AGE:

Wearing it well in her 20s, 30s, 40s, 50s and beyond.

PLUS: Meet the NAHA finalists!

AD CLOSE: May 25, 2018

MATERIALS DUE: June 1, 2018

AUGUST

MODERN SALON 100: Our annual Game Changers talent issue shines the light on 100 new top-tier social media influencers and ones to watch.

EXPANDED COVERAGE: Favorite apps, hashtags, who to follow, and social best practices

SPECIAL SUPPLEMENT:

HAIR+: Trichologists, Hair Loss Specialists, Extensions Professionals

AD CLOSE: June 25, 2018

MATERIALS DUE: July 2, 2018

SEPTEMBER

FALL FORECAST: With Fashion Weeks kicking off around the globe, we take a look at what's influencing hair on the runways, in the streets and in salons.

PRODUCT COVERAGE: Pink power—products to raise money for Breast Cancer awareness and research.

SPECIAL SUPPLEMENT:

NAHA Winners Portfolio

AD CLOSE: July 25, 2018

MATERIALS DUE: August 1, 2018

OCTOBER

FALL COLOR ISSUE: Favorite fall formulas, new color launches, and application techniques from the globe's top colorists.

SPECIAL SUPPLEMENT:

PROCESS: The Definitive Guide to Color Confidence

AD CLOSE: August 27, 2018

MATERIALS DUE: September 3, 2018

NOVEMBER

HOLIDAY! Winter trends and services that will keep her sparkly and photo-ready to ring in the new year.

PRODUCT COVERAGE: Holiday kits

AD CLOSE: September 25, 2018

MATERIALS DUE: October 2, 2018

DECEMBER

IN CASE YOU MISSED IT: Our annual Best Year Ever issue takes a look back at the top headlines and hairlines of 2018!

EXPANDED COVERAGE: The most buzz-worthy hashtags, product launches and booming categories of the year.

AD CLOSE: October 25, 2018

MATERIALS DUE: November 1, 2018





JANUARY/FEBRUARY

THE ANNUAL SALON TODAY 200:

The salon industry's most prestigious competition celebrating salon business and sharing best practices celebrates its 21st year with a new competition category. Profit Center puts the spotlight on successful salon business ventures, such as blowout bars, nail departments and hair-loss treatment rooms—revealing market opportunities and sparking ideas for owners everywhere.

AD CLOSE: November 27, 2017

MATERIALS DUE: December 4, 2017

MARCH/APRIL

THE RETENTION ISSUE:

When it comes to growing profitability, retention is the name of the game. Salons need to hold onto their talent pool, while simultaneously strengthening loyalty with their best clients. This issue will look at a variety of strategies for retaining both staff and clients, while also increasing client frequency rates.

AD CLOSE: January 25, 2018

MATERIALS DUE: February 1, 2018

MAY/JUNE

THE SALONS OF THE YEAR

ISSUE: An inside tour of the 20 most gorgeous salon spaces for 2018, plus a look at the hottest salon design trends.

Sponsor Bonus: In our 2018 Shopping Guide, equipment and furniture companies preview their latest pieces, while their designers offer shopping advice for salon design.

AD CLOSE: March 26, 2018

MATERIALS DUE: April 2, 2018

JULY/AUGUST

THE TECHNOLOGY ISSUE: This year's technology issue examines the tech trends destined to shape the salon experience of the future, such as the front desk being replaced by a tablet-carrying concierge, stylists encouraging clients to shop online through salon portals, and new communication tools for keeping in touch with clients. Plus, the 2018 *Software and Technology Guide* helps owners compare and contrast the latest salon software management programs and technology tools.

AD CLOSE: May 25, 2018

MATERIALS DUE: June 1, 2018

SEPTEMBER/OCTOBER

THE STAMP ISSUE: Just in time for designing 2019 promotional calendars, SALON TODAY's Annual Marketing Program comes to the rescue with clever promotional ideas that have been tried and tested in today's top salons. Plus, salon owners share their most successful merchandising displays.

AD CLOSE: July 25, 2018

MATERIALS DUE: August 1, 2018

NOVEMBER/DECEMBER

THE BIG DATA ISSUE: A special focus on how salons owners are using data to support their businesses and how this is changing the salon industry. Plus, industry benchmarks, statistics, trends, etc.

AD CLOSE: September 25, 2018

MATERIALS DUE: October 2, 2018





HAIR: Giannandrea
PHOTOGRAPHER: Roberto Ligresti

PRINT SPECS & GUIDELINES

MATERIAL SUBMISSION:

Upload a hi-res PDF to addesk.bobit.com
For upload instructions visit modernsalon.com/modern-salon-media-advertise.

ONLY ACCEPTABLE FILE FORMAT IS A HIGH RESOLUTION PDF SAVED USING THE "PDF/x-1a:2001" SETTING.

Only CMYK or Grayscale colors allowed. All images should be 300dpi as used in the file for the best print quality. All fonts must be embedded in the PDF. Ad size must exactly match a bleed or standard size given to the right. Do not add printer marks of any kind. Bleed ads must maintain a 1/2" safety margin inside the bleed dimension. Do not add bleed to a non-bleed ad. One SWOP color proof made from the actual file submitted is required for the printer to match colors as close as possible. If a SWOP proof is not supplied, the publisher reserves the right to have one made at the advertiser's expense. Bobit Business Media accepts no liability for advertisement reproduction on files that do not comply with our specifications and/or are not supplied with a SWOP color proof that has been approved by the client. A list of SWOP proofing systems is available at swop.org. Printing is done on a heat-set, web-fed offset press, all colors wet. The printer uses the "U.S. Web Coated (SWOP) v2" color profile.

PRODUCTION CHARGES: No charge for properly supplied digital files prepared in accordance with publisher's requirements. Advertiser will be charged for any work required to update advertiser's provided files to meet our requirements. Any corrections are billed to advertiser.

MODERN SALON *salon today*

STANDARD AD SIZES	WIDTH	DEPTH
full page	7"	10"
2-page spread	15"	10"
two-thirds page	4.5625"	10"
half page (vertical)	3.375"	10"
half page (horizontal)	7"	4.875"
half page (island)	4.5625"	7.375"
third page (square)	4.5625"	4.875"
third page (vertical)	2.1875"	10"
quarter page	3.375"	4.875"

BLEED AD SIZES	WIDTH	DEPTH
full page	8.125"	11"
2-page spread	16"	11"
half page (horizontal)	8.125"	5.5"
half page (vertical)	4"	11"
third page (vertical)	2.75"	11"
Final Trim Size	7.875"	10.75"

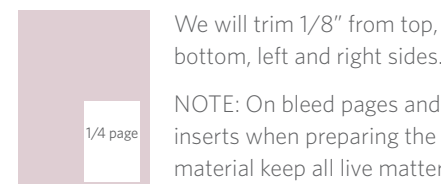
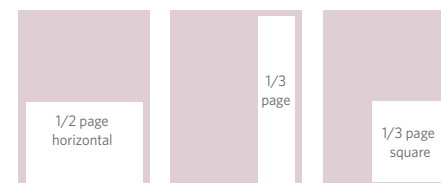
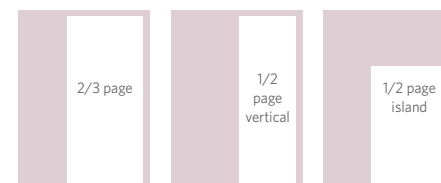
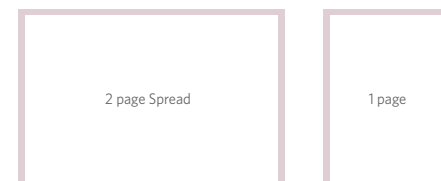
Bleed Spread Measures: 16" x 11"

Spread Trim Size: 15.75" x 10.75"

MODERN SALON
CAREER HANDBOOK 2017

STANDARD AD SIZES	WIDTH	DEPTH
full page	7"	10"
2-page spread	15"	10"

BLEED AD SIZES	WIDTH	DEPTH
full page	8.125"	11"
2-page spread	16"	11"



We will trim 1/8" from top, bottom, left and right sides.

NOTE: On bleed pages and inserts when preparing the material keep all live matter 1/2" within all four sides of bleed

dimension to avoid possible loss in binding and trimming.

On spread advertisements, either run of book or inserts, have copy or images across the gutter, kept 3/16" from left and right of center line.

PUBLISHER'S PROTECTION CLAUSE:

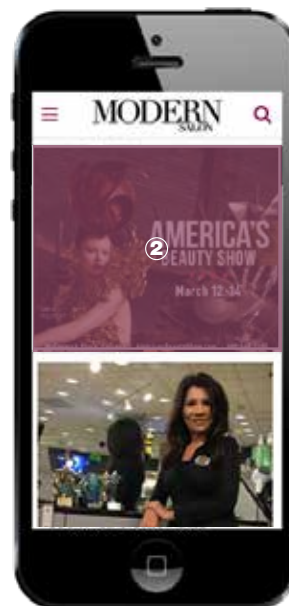
View on our website at modernsalon.com/modern-salon-media-advertise

SEND MATERIALS TO: JENNY BARNETTE

2150 E. Lake Cook Road, Suite #500, Buffalo Grove, IL 60089 | 847-415-8005 | jenny.barnette@bobit.com



HAIR: Antonio Corral Calero
PHOTOGRAPHER: Roberto Ligresti



BANNER AD SPECS

1 TOP BANNER

Banner size: 728 x 90 or 970 x 90

Banner size for mobile: 320 x 50

File size: 45K max

Link: Must send URL with banner artwork

2 RECTANGLE BANNER

Banner size: 300 x 250

File size: 45K max

Link: Must send URL with banner artwork

3 HALF-PAGE BANNER

Banner size: 300 x 600

File size: 45K max

Link: Must send URL with banner artwork

NOTE: Follows the user down the page and dynamically rotates when the "load more" button is clicked

ALL FILES

FILE FORMAT: JPG OR GIF

RESOLUTION: 72 DPI • COLOR MODE: RGB

> **REMEMBER TO INCLUDE THE URL
YOUR AD WILL LINK TO**

QUESTIONS?

Contact our Digital Ad Manager,
Diana Fitzgerald at
diana.fitzgerald@bobit.com



EDITORIAL TEAM



MICHELE MUSGROVE
Editorial Strategy and Custom Content
Associate Publisher and
Editorial Director
michele.musgrove@bobit.com
847-634-7890



STACEY SOBLE
Business-Building Ideas
Editor in Chief, SALON TODAY
stacey.soble@bobit.com
805-709-1837



ANNE MORATTO
West Coast Happenings, Industry News
West Coast Beauty and Special
Markets Editor
anne.moratto@bobit.com
213-400-8549



JAMIE NEWMAN
Hair Color, Celebrity, Nails
Associate Editor
jamie.newman@bobit.com
847-415-8020



MEG PSIHARIS
Products, News
Assistant Editor
meg.psiharis@bobit.com
847-415-8029



JOYCE ALVERIO
**Education and Events Calendar,
Special Contests**
Editorial Assistant
joyce.alverio@bobit.com
847-415-8037



ALISON ALHAMED
**Exclusive Content and
Photoshoot Collections**
Editor in Chief, MODERN SALON
alison.alhamed@bobit.com
847-415-8084



MAGGIE MULHERN
East Coast Happenings and Fashion
Beauty and Fashion Director
maggie.mulhern@bobit.com
201-321-1886



LAUREN QUICK
HAIR+, Students, Men's Grooming
Senior Editor
lauren.quick@bobit.com
847-415-8044



LAUREN SALAPATEK
**E-newsletters, Brand Voice and
Sponsored Content**
Web Editor
lauren.salapatek@bobit.com
847-415-8012



DEBORAH OGILVIE
Deadlines, Schedules
Executive Managing Editor
deborah.ogilvie@bobit.com
847-634-4359



ROSANNE ULLMAN
**Industry Health Initiatives and
Custom Projects**
Healthy Beauty Editor
rosanne.ullman@bobit.com

CONTACT US

SALES & MARKETING TEAM



STEVE REISS
Publisher
steve.reiss@bobit.com
847-634-4354



KATHARINE COOK
Midwest/Southeast Region
katharine.cook@bobit.com
847-767-2885



GREGG MCCONNELL
Western Region
gregg.mcconnell@bobit.com
805-498-3475



ANGELA REICH
East/International Region
angela.reich@bobit.com
203-775-5182



SHERRY DELVECCHIO
Sales Coordinator
sherry.delvecchio@bobit.com
623-536-6630

NAILS TEAM



MICHELLE MULLEN, Publisher
michelle.mullen@bobit.com
310-533-2465



SHANNON RAHN
Sales Representative
shannon.rahn@bobit.com
310-533-2434

Connecting you with the **beauty school community** and **new professionals.**

MODERN SALON's Career Handbook is produced annually in the spring to provide students, new nail techs, and new stylists with the information and resources they need to ensure a successful start to their beauty careers.

Two separate handbook editions are offered - one focused on the nails market produced by NAILS Magazine, and one focused on the salon market (formerly known as FIRST CHAIR) produced by MODERN SALON. Both offer content from the industry's top professionals, editors and influencers as well as key reference materials, to offer you a unique opportunity to connect and engage with these valuable audiences.

DIGITAL REACH

- > Digital copies of the Career Handbook are posted on modernsalon.com and nailsmagazine.com, with more than 1,000,000 unique visitors/month
- > Digital copies of the Career Handbook are emailed to more than 150,000 recipients
- > Digital copies of the Career Handbook are promoted to our social media audience of more than 2,000,000 followers

PRINT REACH

- > Print copies of the Career Handbook are mailed to the beauty school audience, including all American Association of Cosmetology Schools members



The industry's definitive **reference book** for all things data.

MODERN SALON's BIG DATA issue paints a statistical picture of the professional beauty industry. We harvest the data to spotlight opportunities, as well as a watchlist of things that impact the industry's future. We create a rundown of the year's acquisitions and mergers, key industry trends, news. Plus, a pull-out guide to how the beauty industry works.

MODERN SALON's original research studies will provide a data-focused look at the perceptions, behaviors and preferences of today's salon clients and salon professionals on topics including hair color, chair and suite rental, texture, the men's market, hair loss and extensions, digital adoption, in person and online education.

Salon owners drive the majority of purchasing decisions in the industry, so we'll get to know these important influencers intimately by closely examining their personal demographics, the stats on their businesses, their buying habits and their salon operations.

THIS ANNUAL ISSUE ALSO INCLUDES:

- > At-a-glance info about each state board, school hours, CEU requirements and types of licenses offered.
- > Definitions of the most-used terms in beauty.
- > A directory of the coaches and consultants who can help salons grow to the next level, including the education they offer and how to contact them.
- > From Top 10 lists to a Take Action Industry Advocacy Guide to the Software and Technology Guide to the Education Calendar to the Association Guide.

The NAILS Big Book provides similar industry content.



Bobit

SALONTODAY.COM A MODERN SALON PUBLICATION

Helping salons help clients with **hair loss** and **extensions**.



Hair loss and extensions are of growing interest to consumers and stylists. Including research, special supplements, online resources and industry events, HAIR+ is the only industry program providing both experienced and new to the category stylists with the information, education and community they need to be most successful.



HAIR+ PROGRAM:

- > **LAUNCHES in August** (National Hair Loss Awareness Month). Program is live all year long for sponsors
- > **REACHES the entire MODERN SALON Media audience** via online, email, social and a dedicated print supplement
- > **INCLUDES recognition** for HAIR+ sponsors all year long on the website, in the print supplement, and during presentations
- > **INCLUDES your** advertising online and in print
- > **INCLUDES your** content via social media and email exposure
- > **INCLUDES your** dedicated sampling/lead generation program
- > **HAIR+ sponsors** receive a discount to exhibit at the HAIR+ Summit in Atlanta hairplussummit.com

< MODERNSALON.COM/HAIRPLUS

An intense focus on hair color, from every angle.



PROCESS is the most comprehensive color content marketing program ever offered. A year-long multi-platform program, PROCESS provides colorists, hairstylists, and salon owners with the data, education, inspiration, formulas and community to ensure their greatest success as the color marketplace continues to grow and evolve.



PROCESS PROGRAM:

- > **LAUNCHES** in October, program is live with support all year for sponsors
- > **REACHES** the entire MODERN SALON Media audience via online, social, email, and dedicated print supplement
- > **INCLUDES** your advertising online and in print
- > **INCLUDES** promotion of your content via social media and email
- > **INCLUDES** your dedicated sampling/lead generation program

< MODERNSALON.COM/PROCESS

A program focusing exclusively on **health** and **well-being**.



Healthy Hairdresser has evolved into Healthy Beauty, the only salon industry program dedicated to this topic – keeping salon professionals healthy and thriving and helping them design and manage their salons to provide their clients with products and services that best support and protect their wellness.



HEALTHY BEAUTY PROGRAM:

- > **LAUNCHES in April.** The program is live all year long for sponsors, with additional promotional opportunities for non-sponsor advertisers
- > **REACHES the entire** MODERN SALON audience via online, email, social and a dedicated print supplement
- > **INCLUDES bonus distribution at** America's Beauty Show and all other key industry events
- > **SPONSOR PACKAGES** include sampling, research and special content

▲ MODERNSALON.COM/HEALTHY-HAIRDRESSER

Connecting you to the **independent stylist community.**



SOLO Artist is a collaboration between MODERN SALON and CosmoProf that connects clients with the independent stylist community. This program is by invitation only and requires your active participation in the SOLO Artist Advisory Council and provides ample opportunity for you to engage and be recognized through activities and presentations at CosmoProf events.



SOLO ARTIST PROGRAM:

- > By invitation only.
- > **INCLUDES** your products/ offers /promotions spotlighted in SOLO Artist's bi-monthly editorial column in MODERN SALON as well as a bi-monthly e-newsletter deployed by MODERN SALON and CosmoProf.
- > **INCLUDES** one page of your content in each SOLO Artist guide.
- > **ALL CONTENT** is featured on SOLO Artist landing page.
- > **INCLUDES** a rotating banner ad dedicated for each sponsor on landing page.
- > **INCLUDES** social media posts on both MODERN SALON and CosmoProf's Facebook pages.
- > **INCLUDES** content on CosmoProf's app.
- > **INCLUDES** a podcast focusing on your work with solo artists.

^ **MODERNSALON.COM/SOLOARTIST**

Our Artist Collective contests are designed to celebrate the latest trends while delivering leads, sampling, influencer engagement, exposure to millions of social media followers, and print opportunities. We handpick top-tier influential stylists to join our panel to promote these three-phase contests.

Sponsorship opportunities

FINALIST CHALLENGE BOX

- Get your product into the hands of MODERN's Collective of influencers, plus the top 5 finalists
- Top 5 finalists will be challenged to use a certain amount of products from the Challenge Box to create their final submission
- Your product featured throughout all contest promotion on modernsalon.com, on ALL of our social media platforms, in email promos
- Your product featured in a live unboxing broadcast on social media
- If your product is used in a submission, it will be included in the how-to on modernsalon.com and in MODERN SALON magazine
- All of the leads and information on the entrants
- Full-page print ad in MODERN SALON magazine

SEMIFINALISTS GIFT BOX

- Get your product into the hands of MODERN's Collective of influencers, plus the 10 semifinalists (@modernsalon-approved stylists we've identified)
- Your product featured in a live unboxing demo broadcast on social media by @modernsalon
- Your product featured when promoting the contest on modernsalon.com, social media and in e-newsletters



Braids and Brides

Kicks off in January

Celebrates special-occasion styling.



Balayage and Boho

Kicks off in June

Celebrates summer with sun-kissed hair and an indie spirit.



Haute Holiday

Kicks off in September

Celebrates healthy, festive holiday hair.

BENEFITS OF SPONSORED CONTENT PROGRAMS



MORE LEADS: Build your email database and learn important information about potential customers.



BRAND AWARENESS: Promote a product or event leveraging the MODERN name.



TARGETING: Through our existing MODERN email database, we can target the type of reader you are looking for (e.g. region, title, years of experience).

WHAT TYPES OF PROGRAMS DO WE OFFER?

SPONSORED ARTICLES



When should I choose this program?

If you're new to sponsored content and want to try out a program or if you want to show thought leadership about a topic.

Estimated time to create: 2 weeks

EDUCATIONAL EMAIL SERIES



When should I choose this program?

If you're looking to promote thought leadership and collect leads, this email program is a good fit for you. Gated content is sent to our email list and posted on social media for users to download.

Estimated time to create: 1 month

CUSTOM NEWSLETTERS



When should I choose this program?

If you're looking to send to our email list, a newsletter fully branded to your company and position yourself as a thought leader.

Estimated time to create: 1 month

GIVEAWAYS



When should I choose this program?

If you want to drive registrations for an event, entice people to try a new product, or collect leads, giveaways can bring awareness and entice people to provide valuable information about themselves.

Estimated time to create: 3 weeks

QUIZZES



When should I choose this program?

If you're looking to create shareable content that can build buzz around a product.

Estimated time to create: 3 weeks

HOW CAN WE PROMOTE CONTENT?



FACEBOOK



INSTAGRAM



EPROMOS



BANNERS

*e-promos and web banners can be created by you or by our creative team (with an additional fee)

Intuition is good, but **facts** are better.

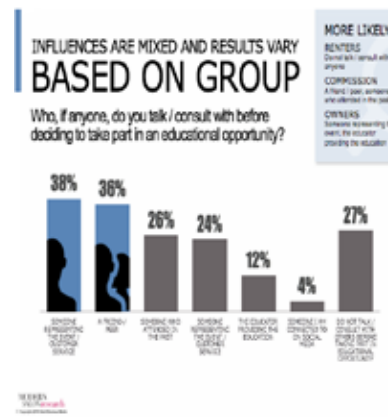
MODERN SALON provides more data-based information than anyone else so stylists, owners, brands, and distributors can make informed decisions in our ever-changing industry.

MODERN SALON research addresses virtually ALL of the industry's most critical and trending topics: technology, hairdresser health issues, the growth of the textured hair category, taking advantage of the men's market, opportunities in hair color and the realities of salon rental. Our research has been published, posted and presented at virtually all major industry events.

MODERN SALON Research is the industry's only completely turnkey research resource, and provides research solutions to many of the industry's leading players. What do you want to know? How can we help?

OUR RESEARCH CAPABILITIES INCLUDE:

- > More than 85 years of market expertise
- > Credibility with the audience, leading to higher returns and better engagement/information
- > Research expertise with the widest range of research solutions
- > Reliable databases that can be segmented for your specific needs
- > Development of integrated programs to help you merchandise the results (if desired), including white papers, webcasts, e-newsletters, social media, supplements, etc.
- > Proprietary research reports for clients



The Bobit events team produces more than 25 major events each year including trade shows, conferences and hosted buyer activities. We're available to help create, promote and manage your event. How can we help?



Data-Driven Salon

May 20-21, 2018
Hilton Atlanta Northeast

This is a peer-driven, hands-on experience, bringing together top salon owners and managers – all committed to success – in a facilitated and structured environment where they can better learn how to put data and technology to work for them. Attendees can take advantage of data resources from SALON TODAY and ZeeZor and we provide the most up-to-date best practices. Panels will look at the role of technology today, digital tools and how to use online and social activities to drive business.



Hair+ Summit

Date and location TBA

This is the only live event dedicated to helping salon professionals provide their clients with solutions for hair loss and thinning hair, extensions and hair enhancements. Aimed at stylists, salon owners and managers, salon chain representatives, beauty school owners and educators, trichologists as well as dermatologists and surgical providers interested in working with salon professionals, this event tackles a topic in the industry that is exploding and constantly advancing.



Artist Session

Multiple events throughout the year

Artist Session is for any licensed salon professional looking to learn how to do a photo shoot, how to maximize those photographs and most importantly, how to up their profile via freelance work. The two-day sessions include information on how to find a model and agent, how to become a freelance artist, how to work with the photographer and other professionals at the shoot, and what to expect and bring to a photo session. Single-sponsor Artist Session also available, please ask.

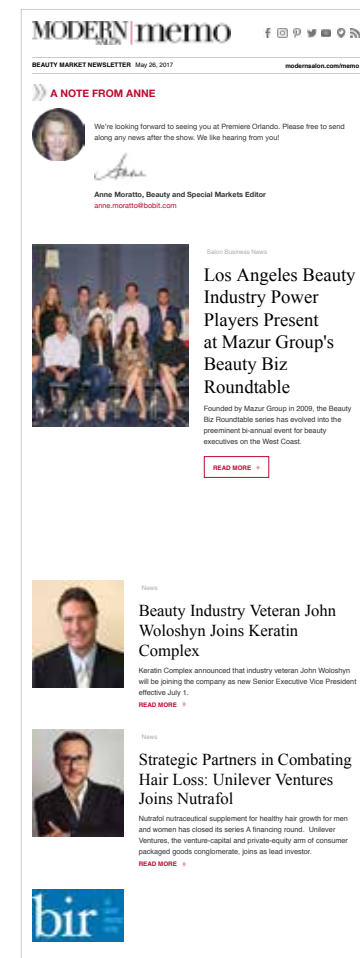
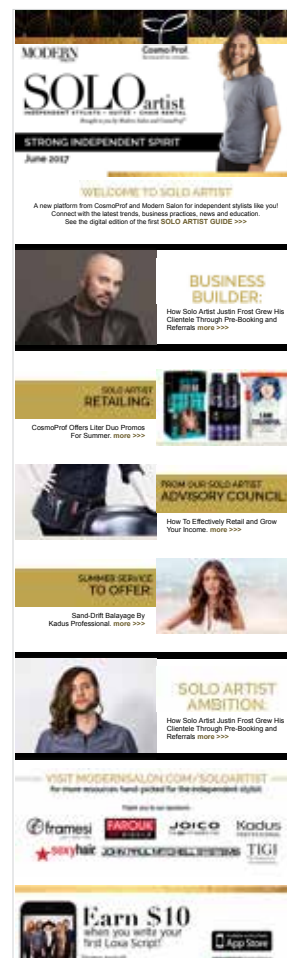
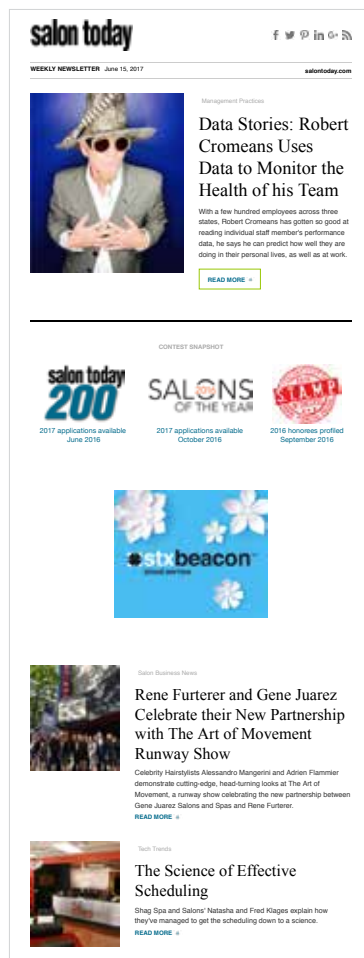
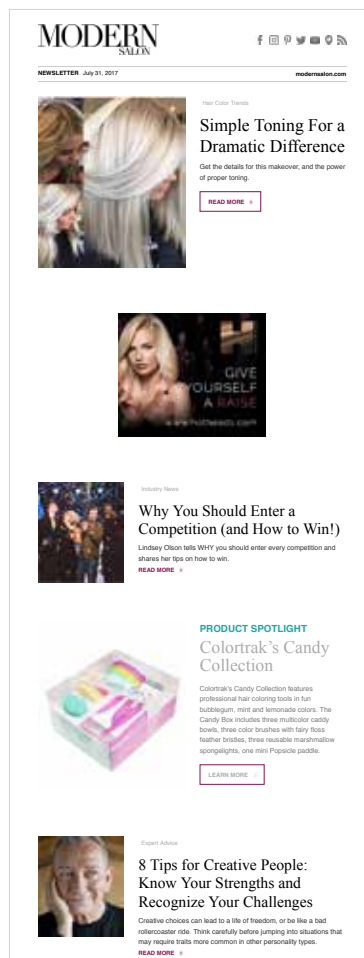


Deliver your customized message directly to the inboxes of our highly qualified subscribers. We can produce and deliver an email promotion to thousands of inboxes. You provide the material or we can assist with development.

Our list of email subscribers is regularly “scrubbed” to ensure high deliverability for our advertisers. We comply with all CAN SPAM and Canadian CASL regulations and follow best practices for email marketing. We can segment our list to specific job titles or demographic regions.

You’ll get a performance report about 10 days after deployment, plus insights to improve your open and clickthrough rates. We do an “A/B Split” to test for the best subject line before deploying a major campaign. We can also send to a targeted list based on demographics for ultimate results.





① MODERN SALON

Audience: Hairstylists, salon owners

Ad Sizes: 728 x 90 (1 available)
300 x 250 (2 available)

② SALON TODAY

Audience: Owners and managers of the nation's top salons

Ad Sizes: 728 x 90 (1 available)
300 x 250 (2 available)

③ SOLO ARTIST

Audience: Solo artists and independent contractors

Ad Sizes:
728 x 90 (1 available)
300 x 250 (2 available)

④ MEMO

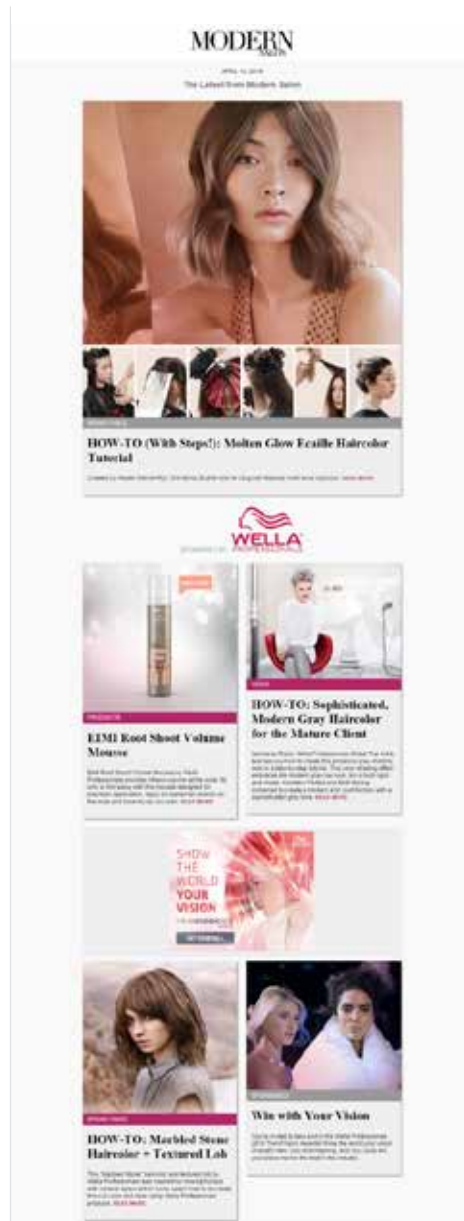
Audience: Suppliers, distributors and chain management

Ad Sizes:
300 x 250 (2 available)



HAIR: Michelle O'Connor and Dilek Onur-Taylor
PHOTOGRAPHER: Roberto Ligresti

CUSTOM E-NEWSLETTERS • BRAND VOICE



Tell your own story... with our help.

Brand content has been proven to be just as engaging and relevant as editorial WHEN it's done with reader value first in mind. That's where we can help: we know what works with this audience, what captures their imagination, and what they share. Let's work together to create new content for our readers.

FILE FORMAT: JPG OR GIF • **RESOLUTION:** 72 DPI •
COLOR MODE: RGB

YOUR LOGO

Logo Size (W x H): 215 x 45

YOUR EDITORIAL "HOW-TO"

- Submit a step-by-step that will be permanently placed on ModernSalon.com, continually generating impressions.

RECTANGLE BANNER

- Banner Size (W x H): 300 x 250
- File Size: 45k
- Link: Must send the URL with banner artwork

SUPPORTING ARTICLES

- Up to 2 articles chosen by our editors and contain content that supports your brand.

PRODUCT OF THE DAY

- Headline: 7 words max*
- Body Copy: 40 words max*
- Image (W x H): 540 x 630 and 860 x 630 for your article and e-newsletter thumbnail
- Link: Must send the URL

SPONSORED LINKS

- Headline: 7 words max*
- Link: Must send the URL (Maximum 3 links)



Facebook Live is a great video tool for advertisers to show off how a new product works, for live coverage at industry events or to increase Facebook engagement. Our Facebook Lives will hit your target audience, and thanks to our epromos and social posts letting our readers know the live video will be happening and an "in case you missed it" social post afterward, the chances of our readers seeing your content is high

DID YOU MISS LIVING PROOF'S NAHA STYLE PREVIEW?



Our Facebook Live audience responds best to:

- How-to tutorials on a new product
- Color formula technique
- A demo on using a tool or creating a beautiful look

Best practices: Broadcasts should be between 10-30 minutes



The digital editions of MODERN SALON and SALON TODAY are versions of our magazines that are optimized for viewing on a computer screen or tablet. They often include exclusive content that isn't used in print, such as audio or video. The digital editions do not require downloading an app to view and are free to subscribers.

All advertisements and editorial mentions in print are automatically hyperlinked. Our editions are archived, searchable, and accessible on our magazine website.

We offer digital edition upgrades, including interactive inserts, motion graphics in your ads, video embedded in your ad, and even digital-only catalog inserts.

Digital editions are also included as part of all special or custom issues we create with our brand partners.



2018 OPTIONS

RATES

MATERIALS

Automatically hyperlink URL in your ad

no charge

Create custom URL for your ad

\$40

Provide text

Host and play video and audio

\$700 per file

Provide file
(up to 50MB)

Extra pages in digital edition only

\$400 per page

Same as print

DIGITIZE YOUR CATALOG OR BROCHURE

Live link on our site for 12 months

\$1,200 set-up
+ \$10/page

Includes monthly
performance reports

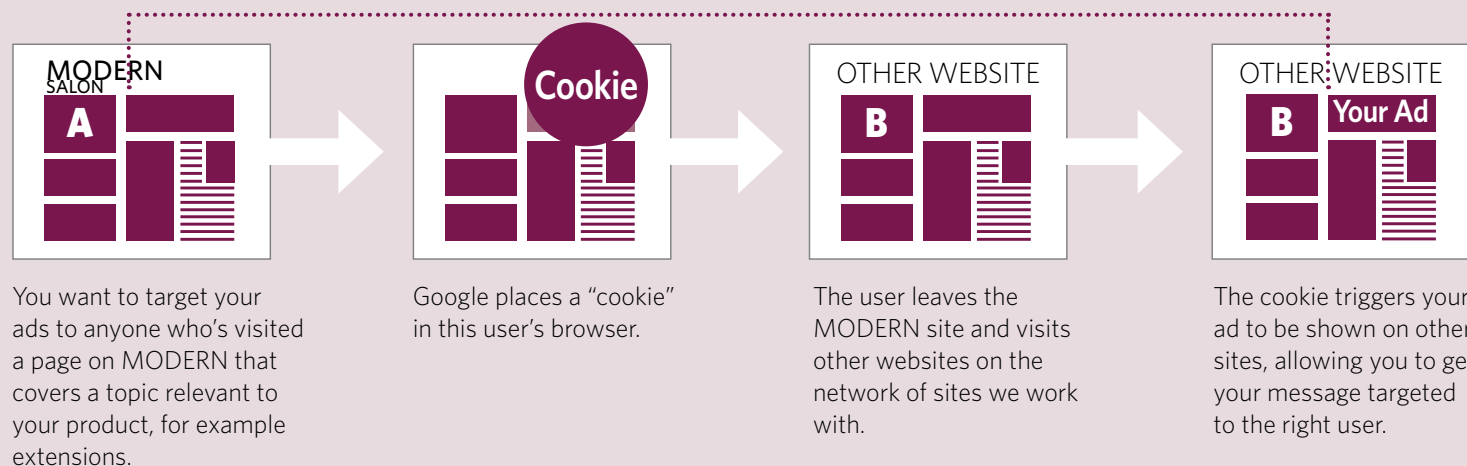
WHAT IS REMARKETING?

You see remarketing working every day. How often have you visited a website or browsed a shopping site and then seen ads for that very product on another website? That's remarketing and it's a powerful way to reach customers who have shown interest in a particular subject. It can provide continual brand exposure across many platforms, better targeting (because you're choosing which users to target), flexible budget (you tell us what your limit is), and improved conversion rates (for most e-commerce websites, only 2% of traffic converts on the first visit).

Remarketing is a powerful branding and conversion optimization tool, but it works best if it's part of a larger digital strategy. If used improperly, remarketing can annoy customers so consult with the Modern team, who know our users and will guide your strategy for best results.

HOW REMARKETING WORKS

A user visits the MODERN SALON website on the hair color channel, for example. We load your ad to our network and your ad will follow the user on high traffic sites as on the Google Ad Network.



MS05-0873.17