

“INFLUENCE OVER 200 MILLION PRODUCT SALES PER YEAR”



BEAUTY

MAGAZINE

MORE THAN JUST SKIN DEEP...

[CLICK HERE TO VIEW A SAMPLE EDITION](#)

BEAUTY

MAGAZINE



- Beauty Magazine is the leading trade beauty publication
- The 'must have' read for over 60,000 beauty and grooming retailers
 - Beauty retailers, pharmacies, department stores, & supermarkets
 - Audience has direct impact and influence on consumer buying habits
 - Circulation of 14,550 copies per month
- Trade press continues to be the 'turn-to-first' source of essential product and category information
- Every month industry news, product innovations and exclusive educational features are dedicated to enhancing understanding and commercial awareness
- Explores which products to stock and their benefits
- Asks 'why' certain products should be recommended



No1 FOR BEAUTY ADVISORS IN BOOTS

"With customers becoming ever more knowledgeable, it is vital that counter staff are kept fully informed, otherwise they will find themselves with the customer knowing more. Beauty Magazine helps counter staff keep one step ahead by providing the knowledge they need to better advise their customers."

Helen Tarver, brand development manager, Boots



UNIQUE PENETRATION TO NATIONAL RETAIL CHAINS...

BEAUTY MAGAZINE

- Beauty Magazine's circulation ensures full penetration within the largest national chain beauty retailers:



Beauty Magazine is delivered to dedicated beauty advisors in Boots. The magazine is accompanied by a 'recommendation to read' letter from head office. It is also sent to key head office personnel and beauty buyers.

Total distribution of 5,198 copies



Beauty Magazine's Superdrug copies are sent as an integral part of the dedicated 'store-drop' from the central office in Croydon to all 912 stores.

Addressed to each store's beauty specialist, each pack contains copies of Beauty Magazine for circulation within their branch.



All Lloydspharmacy copies are requested and sent to stores via Head Office. They are accompanied by a recommendation letter to enhance the communication cut-through.

Penetration of all 1,800 stores and Head Office



Tesco has a dedicated beauty specialist within stores. At their request, every specialist receives a copy of Beauty Magazine each month.

THE DESIRABLE 'MUST HAVE' READ...



- Editorial is presented in a lively, accessible style within a glossy consumer magazine format with high production values
 - Readers addressed as retailers, not consumers
 - Combines a formula of 'need to know' and 'nice to know'
- With 90% of beauty staff being female, the product is designed to blur the lines between traditional trade press delivery and desirable consumer publishing
 - Positioned as required yet pleasurable reading
- Reader engagement and interaction targeted by delivering key editorial focuses:
 - Strong emphasis on product launch and development within one of the fastest paced industries in the UK
 - Regular expert columnists, including CTPA column and Beauty Bible authoress Josephine Fairley
 - Dedicated training and education supplements

"Beauty Mag is a real highlight when it arrives in the post. It is consistently very well researched, written and presented. We all wait to read the magazine eagerly each month!"

Farhana, Independent Pharmacy, Leicestershire

INFLUENCE OVER 200 MILLION PRODUCT SALES...

BEAUTY
MAGAZINE

WHAT'S IN STORE

Get set glam!
It's a wrap! It's time to get ready for the party season. We have the perfect solutions for you. From eye makeup to hair, we have everything you need to look like a star. **Get set glam!** is a wrap! It's time to get ready for the party season. We have the perfect solutions for you. From eye makeup to hair, we have everything you need to look like a star.

Winter skin SOS!
Cold air can dry out your skin, leaving it itchy and irritated. We have the perfect solutions for you. From moisturizers to serums, we have everything you need to keep your skin healthy and glowing.

Fashionable fragrance
The new season is here, and with it, new fragrances. We have the perfect solutions for you. From perfumes to body sprays, we have everything you need to stay fashionable.

J-Lo's new Glow
Jennifer Lopez has a new glow, and we have the perfect solutions for you. From skin care to makeup, we have everything you need to achieve her look.

Soy good!
Soy is good for you, and we have the perfect solutions for you. From soy-based skincare to soy-based fragrances, we have everything you need to stay healthy and beautiful.

- Beauty assistants now account for their own 65,000 strong workforce
- Research shows that Beauty Magazine is the primary source of for:
 - Learning about new products **94%**
 - Making recommendations to customers **93%**
 - Beauty training & education **84%**
 - Ordering stock **70%**
 - Arranging in-store merchandising / displays **53%**
- An audience greater than the sum of its parts:
 - 90% are responsible for stocking recommendations
 - 77% recommend products & give advice 10 times a day
 - 60% state that over half of all product sales are determined by their advice
 - A total audience value of 650,000 products a day or 200 million product sales per year

“Learning about new products through Beauty Magazine is essential to be able to offer the right advice in-store on current trends and innovations”
Mayumi Sato, Superdrug



EXCLUSIVE SKINCARE TRAINING...



[CLICK HERE TO VIEW A SAMPLE MODULE](#)

LAUNCHED IN 2010 – Club Dermacie is an exclusive series of 5 dedicated training modules designed to make UK pharmacies centres of excellence for independent skincare advice.



- All content and images produced by Beauty Magazine's training division
- Over 3,500 advisors registered and actively participated
- Over 1,000 advisors have completed the course
- Training scheme culminated in finding the Club Dermacie Advisor of the Year at the Beauty Magazine Awards 2010

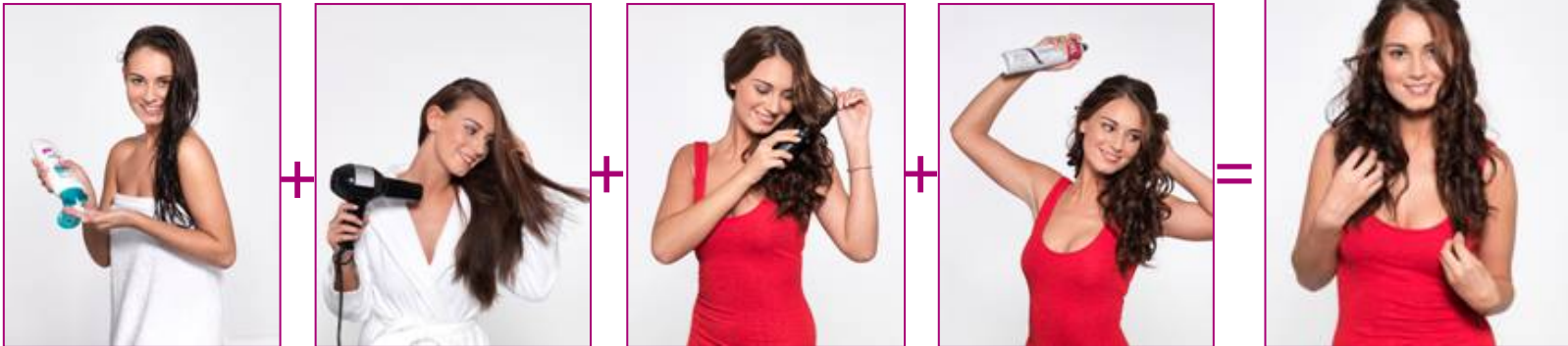
Johnson & Johnson

DEDICATED BEAUTY SALES TRAINING...



[CLICK HERE TO VIEW A SAMPLE MODULE](#)

LAUNCHED SEPTEMBER 2010 – Beauty Link is a bespoke Beauty selling course designed to educate retail staff how to link sell products together to produce individual customer regimes and achieve the seasons hottest fashion looks



All images are copyright 2010: Beauty Magazine (Beauty Magazine 'Beauty Link' photo shoot)

Beauty Link is exclusively produced and run by Beauty Magazine with support from 11 major beauty brands

- Already over 1,200 beauty advisors are participating in the training programme
- Exclusive combination of 6 training modules, window posters, advisor badges and pharmacy fact sheets
- A free course produced exclusively for beauty retail store staff



- Launched in May 2007
- Designed to add new communication options to the magazine audience
 - Not simply the magazine content online
- Hosting ground for series of dedicated beauty training videos and e-modules



- Achieving over 15,000 daily uniques
- Features interactive blog, news, competitions & Beauty School training modules
- All content free to air

The premier site for beauty retailers

BEAUTY

Home | Beauty School | What's New | Competitions | About Us | Contact Us | Behind Beauty

132 pages of essential beauty reading!

COUNTER COMPANION 2010/2011

SKINCARE | MALE GROOMING | COSMETICS

CLICK HERE TO BROWSE AND SEARCH THE BEAUTY MAGAZINE COUNTER COMPANION 2010/2011

FEATURED NEWS

Beauty Magazine November 2010 Ezine

Browse and read this month's edition of Beauty Magazine in full. Our interactive PDF page turning software allows you to search the magazine for specific stories, topics or themes. You can zoom

LATEST NEWS

Bright Eyes
It's only the first week in December and already our eyes are beginning to show the effects of the hectic festive season - so here at *Beauty Magazine* we are vowing to take better care of our partied-out peepers.

Kate Moss visits Boots
Legendary supermodel Kate Moss made an exclusive personal appearance at Boots Sedley Place on Friday to celebrate the launch of her latest fragrance, Vintage Muse.

Beauty Mag crowns the Beauty Advisors of the Year
Another massive congratulations to all our readers who scooped this year's Advisor of the Year awards. We were delighted that all of the winners were able to attend this year's ceremony to collect their prizes in person.

And the winners are...

LATEST BEAUTY SCHOOL VIDEOS

Beauty Magazine Awards 2010 Highlights
[VIEW NOW](#)

Behind the Scenes at the Club Dermacie Photo Shoot
[VIEW NOW](#)

Product Showcase - The Beauty Magazine Award Winners
[VIEW NOW](#)

ADVANCED FEATURES SCHEDULE 2011



More information and editorial treatments available on request

January	Review of 2010 Male grooming trends Valentine's day gifts Detox at home
February	Cosmetics – trends update Facial Skincare Natural Beauty
March	Haircare – what's hot in hair Mother's day gifts Inner beauty & women's health Rein in Men Supplement
April	Fragrance Bridal beauty Sun protection & aftercare Looking after lips
May	Feet & legs Self tanning Bodycare – get set for summer All about eyes
June	Father's day ideas Home hair colourants Festival beauty Gadgets & innovations

July	Instant glamour Suncare update- high summer Teenage health & beauty
August	Oral care Mature beauty / anti-ageing Male grooming – skincare Fair trade & ethical beauty
September	Cosmetics – autumn trends Skincare Christmas preview Hands & nails
October	Beauty Mag Awards shortlist Winter remedies Fragrance
November	Christmas Reminder Hands & Nails Party Beauty
December	Beauty Mag Awards results Christmas excesses Electrical beauty

THE BEAUTY MAGAZINE AWARDS

[CLICK HERE TO WATCH THE HIGHLIGHTS VIDEO](#)



- In the last 9 years, the Beauty Magazine Awards have established themselves as the premier and most prestigious awards in the beauty trade calendar
- One of the industry dates for the diary
- Awards categories that cover the full range of the market
- Fully supported by every major manufacturer in the industry
 - 300 guests in 2010
- Over 1,000 individual product entries each year
- Uniquely attended by all the biggest beauty retail chains
- Exclusive reader awards that recognise excellence in retail beauty advice nationwide
- An awards which brings retailers, brands and beauty advisors together to celebrate the best achievements of the year



CIRCULATION ANALYSIS

BEAUTY

MAGAZINE

Total Circulation from January 2011

14,550

- 100% of copies sent are named by person, job title or function
- 82% of all copies are specifically requested

Boots	All Beauty/Fragrance/Electrical Advisors & Buyers/HO	5,198
Superdrug	Beauty Specialist & Buyers/HO	950
Lloyds	Beauty Counter Advisors & Buyers/HO	1,865
Pharmacies	Beauty Counter Assistant	5,644
Supermarket	Superstore Tesco, Asda, Morrison's, Sainsbury's, Waitrose	300
Department Stores	John Lewis & Debenhams	303
Subscriptions, directors, brands and promotional copies		290
TOTAL CIRCULATION		14,550

2011 RATE CARD (prices exclude vat)

BEAUTY

MAGAZINE

Front Cover Package		Cover + Page inside	£6,200
Front Cover			£4,150
Launch of the Month			£3,600
Module Sponsorship inc. 10 minute video tutorial		Guide price	£10,000
Double Page Spread	303mm x 444mm		£6,150
Full Page	303mm x 222mm		£3,300
Half Page	Landscape 132mm x 202mm Portrait 270mm x 92mm		£1,900
Quarter Page	132mm x 92mm		£1,050
Value Added Supplements - multi brand			£2,650 per page
Solus Branded Supplements			£POA
Loose Inserts / Bound-In Inserts / Bound Outserts			£POA

TECHNICAL SPECIFICATIONS



	Type	Trim	Bleed
Double Page Spread	280mm x 400mm	297mm x 420mm	303mm x 426mm
Full Page	280mm x 186mm	297mm x 210mm	303mm x 216mm
Column Sizes	30mm - 65mm - 90mm - 125mm - 150mm - 186mm		

Supplying Files

- Files must be “Pass for Press” PDF and supplied as composite CMYK. The PDF version should be 1.3 (Acrobat 4 setting). Files must contain trim marks and bleed where applicable. All images contained within the PDF must be high resolution (300 dpi recommended) in CMYK format. All fonts must be embedded. No LAB, RGB or calibrated colour images. Files should not include transparencies or OPI comments. Files must be submitted as single pages. All files must be accompanied with a colour proof made up from the PDF and 100% of the final size of the advertisement.
- Files can be supplied on a disc with the colour proof to our address –
Communications International Group, 207 Linen Hall, 162-168 Regent Street, London W1B 5TB
or via ISDN on 020 8325 4466.
- Files should be labeled with the name of the product or company, magazine and month of insertion.

Contacts

Paul Beard	Publishing Director	020 7534 7236	paul.beard@1530.com
Carrie Culbertson	Advertising Manager	020 7534 7215	carrie.culbertson@1530.com
Katy Harrington	News Editor	020 7534 7211	katy.harrington@1530.com
Gemma Huckle	Editorial Co-ordinator	020 7534 7237	gemma.huckle@1530.com