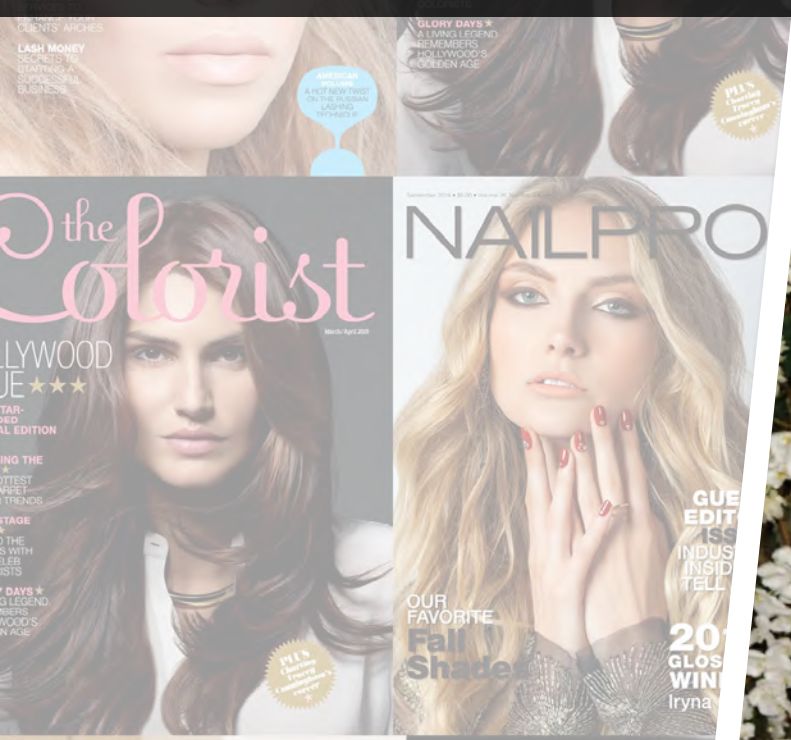




Reach the world of beauty professionals with **Creative Age** publications



This block features a large graphic. At the top is a **LAUNCHPAD** magazine cover from September 2017, featuring a woman in a colorful floral kimono. Text on the cover includes "LAUNCHPAD", "THE OFFICIAL PUBLICATION OF INTERCOIFFURE", "RIDE THE WAVES Top Texturizers", "COME ONE AND COME FALL!", "The biggest beauty trends from this season's runways", "COLLECTIONS! Aveda Team". Below the cover is a large black banner with white text: "COME ONE AND COME FALL! The biggest beauty trends from this season's runways". At the bottom right of the graphic is a white box with black text: "MEDIA KIT 2018".



EDITORIAL CALENDAR 2018

In every print issue! Trending looks, hot products (hair, nails, makeup and skin), men's styles, extension know-how, stunning photo collections, education highlights, business tutelage, industry news, and so much more.

Every month on digital! New beauty trends, celeb get-the-looks, pro-beauty news, dynamic photo shoots, guest blogs, social media takeovers, product intel, and so much more.



january

+ Bonus Distribution: ISSE, Long Beach, CA

THE INFLUENCER ISSUE

- Top digital influencers shaking up the world of professional beauty
- Artists identify the most influential/ game-changing products

Special Focus: Shine enhancers

DIGITAL

Influencer Confessionals: Videos uploaded daily featuring pro-beauty's biggest influencers

Editor Confessionals: Video dish on the most innovative products in the business

+**Product Discovery:** What's trending in beauty goods

Closing: 11-17-17

Ad Material Due: 11-27-17



february

THE LOVE ISSUE

- Artists reveal the products they love most
- Hairdressing legends reveal what made them first fall in love with the pro-beauty industry

Special Focus: Shampoo and conditioner duos

DIGITAL

We Heart Valentine's Day:

Romantic 'dos to whet stylists' creativity

Stylist Confessionals: Video love letters from stylists to their clients

+**Product Discovery:** What's trending in beauty goods

Closing: 12-20-17

Ad Material Due: 12-27-17



march

+ Bonus Distribution: IBS New York

THE SPRING TRENDS ISSUE

- 20 in their Twenties: Profiles on top 20 cutters in their twenties
- Hot beauty trends—from color to cut to nails and beyond—as seen on the spring/ summer runways

Special Focus: Color care products

DIGITAL

What's Trending Socially: Hair trends that are going viral

What's Trending Editorially: Editors choose their favorite trending styles from Instagram fans

+**Product Discovery:** What's trending in beauty goods

Closing: 1-19-18

Ad Material Due: 1-25-18



april

+ Bonus Distribution: America's Beauty Show, Chicago; Intercoiffure Spring Atelier, FL

THE FESTIVAL ISSUE

- Prep clients for festival season with the buzziest beauty styles and products to get the looks
- Styling tools to create the coolest hairdos

Special Focus: Naturally derived products and green-minded initiatives

DIGITAL

Conquer Coachella: Video featuring must-have festival fare

Instagram Takeover: Pro-beauty's brightest stars take you behind the scenes at Coachella

+**Product Discovery:** What's trending in beauty goods

Closing: 2-21-18

Ad Material Due: 2-27-18



may

THE SPECIAL OCCASION ISSUE

- Get clients ready for their big day—from weddings, proms and beyond—with must-have products
- Ace the perfect blow-out with the best techniques and products

Special Focus: Travel-size products

+**SUPPLEMENT:** Hair restoration

(extensions, hair pieces and anti-thinning treatments)

DIGITAL

Rise to the Occasion: How to handle clients with pre-celebration nerves

Fit for a Fete: Editors share top special occasion looks from Instagram fans

+**Product Discovery:** What's trending in beauty goods

Closing: 3-21-18

Ad Material Due: 3-27-18



june

+ Bonus Distribution: Premiere Orlando Beauty Show

THE SUMMER ISSUE

- Achieve the hottest summer hairstyles with trending techniques and goods
- Arm her with products that treat summertime hair woes

Special Focus: Humidity blockers

DIGITAL

Hot List: Video featuring must-have summer swag

What's Trending Now: Breezy looks for the season

+**Product Discovery:** What's trending in beauty goods

Closing: 4-20-18

Ad Material Due: 4-26-18

★ EDITORIAL SUBMISSIONS DUE 6 WEEKS PRIOR TO AD CLOSE DATE.

CONTINUES >>

BEAUTY LAUNCHPAD

EDITORIAL CALENDAR 2018

In every print issue! Trending looks, hot products (hair, nails, makeup and skin), men's styles, extension know-how, stunning photo collections, education highlights, business tutelage, industry news, and so much more.

Every month on digital! New beauty trends, celeb get-the-looks, pro-beauty news, dynamic photo shoots, guest blogs, social media takeovers, product intel, and so much more.



july

+ Bonus Distribution: IBS Las Vegas Hair & Nail, Las Vegas

THE NATURAL ISSUE

- Products geared for naturally curly strands
- Bring out the best in any hair type with the perfect cut; plus, snipping tools that work wonders

Special Focus: Dry shampoos

DIGITAL

Curls Unfurled: Spotlight on celebrity curls throughout the years

A Cut Above: Video featuring fresh cutting techniques

+**Product Discovery:** What's trending in beauty goods

Closing: 5-16-18

Ad Material Due: 5-22-18



august

+ Bonus Distribution: Cosmoprof, Las Vegas

THE COLOR ISSUE

- Latest and greatest color products, looks and techniques
- Advice on how to ease clients into making major hair changes, and products that act as the perfect assist

Special Focus: Thickening products (Hair Loss Awareness Month)

DIGITAL

She's a Rainbow: Influencers give the skinny on their preferred shades

Before and After: The best color transformations

+**Product Discovery:** What's trending in beauty goods

Closing: 6-19-18

Ad Material Due: 6-25-18



september

THE FALL TRENDS ISSUE

- Hot beauty trends as seen on the fall/winter runways
- Top hair color trends as seen on celebs

Special Focus: Thermal protectors

DIGITAL

Live from the Runway: InstaStories live from New York Fashion Week

Survival Guide: Influencers share how to make it through New York Fashion Week

+**Product Discovery:** What's trending in beauty goods

Closing: 7-20-18

Ad Material Due: 7-26-18



october

+ Bonus Distribution: Intercoiffure Fall Atelier, NY

THE PREVENTION ISSUE

- Products and advice to help combat the effects of aging
- High-tech tools to give clients their best hair ever

Special Focus: Charitable initiatives

DIGITAL

Breast Cancer Awareness:

Products that benefit the cause

Piece Out: Top wigs and tips for choosing the perfect hair piece

+**Product Discovery:** What's trending in beauty goods

Closing: 8-20-18

Ad Material Due: 8-24-18



november

THE A-LIST ISSUE

- We spotlight the industry's biggest stylists to the stars
- The coolest red carpet looks to replicate for her next holiday party, and products that help nail the styles

Special Focus: Hair oils

DIGITAL

Hair's Looking at You: Best red carpet beauty looks through the years

I Feel Pretty: Celeb stylists' go-tos for making them look and feel their best for any occasion

+**Product Discovery:** What's trending in beauty goods

Closing: 9-21-18

Ad Material Due: 9-27-18



december

THE BEST ISSUE

- Readers Choice Awards! The best products of 2018, as voted by our readers
 - We profile what's next for pro-beauty innovations in 2019, from on-the-verge products to innovative classes for pros
- Special Focus:** Top educators and classes

DIGITAL

Product Haul: Influencer dish on the Readers Choice Awards product picks, and a contest to win it all

Youth of America: We round up the most striking hair creations done by students

+**Product Discovery:** What's trending in beauty goods

Closing: 10-19-18

Ad Material Due: 10-25-18

✳ EDITORIAL SUBMISSIONS DUE 6 WEEKS PRIOR TO AD CLOSE DATE.

BEAUTY LAUNCHPAD

CONTACT: Deborah Carver, Publisher
deborah.carver@creativeage.com
Phone: 800.442.5667x219

Launchpad
7628 Densmore Ave., Van Nuys, CA 91406-2042
Phone 818.782.7328, Fax 818.782.7450
www.beautylaunchpad.com

PRINT

Reader Subscription PROFILE



93%

work at leading salons

92%

approve or recommend
purchases

91%

have hair cutting/styling
services

84%

have hair coloring services

49%

of subscribers have 7 or more
stylists in their salon

72%

saved an issue for future
reference after reading an
article in the magazine

Beauty Launchpad is read by beauty professionals in full-service salons, hair salons, barber shops/men's salons, salon suites, chain salons, skincare salons, makeup studios, spas, lash and brow bars, on film and TV sets, backstage at fashion runways and at home.



271,510*
Readers Each
Month

*Qualified Circulation: 71,450, Pass-along Readership Rate: 3.8

Sources: Publisher's Creative Systems & Beauty Launchpad Your Opinion Salon Trends Survey

SOCIAL

Social + Digital METRICS



 **Facebook**
235,000

 **Instagram**
225,000

WEB TRAFFIC

75,000

Unique visitors/month


Beauty Launchpad
Newsletter

41,252

Beauty Launchpad
3rd party email list

41,139

 **Twitter**
30,000

 **YouTube**
7,500
2,650,000 Views

 **Pinterest**
42,000

 **LinkedIn**
2,702



Creative Age brands reach every niche of the professional beauty industry



EYE LASH

➤ Lush lashes, beautiful brows and color cosmetics! Trends and new products for eye lash extensions, eye brows, makeup and more.

Magazine subscribers: 25,000
Pass-along readership: 25,977
Newsletter: 11,000
Web: 13,500/month

THE COLORIST

➤ The hair color authority! How-to's for stunning hair styles, hair color formulas and new products for color-treated hair.

Magazine subscribers: 24,558
Pass-along readership: 78,586
Newsletter: 13,892
Social: 22,000
Web: 25,000/month

MEDESTHETICS

➤ Better business for medical aesthetics practices. Trending treatments, equipment and products, plus key business management and regulatory updates.

Magazine subscribers: 21,476
Newsletter: 13,029
Social: 9,000
Web: 17,000/month

MAN

➤ The business of men's grooming. New products for men's grooming needs and the retailers who sell them, plus profiles of successful stylists, barbers and estheticians who deliver men's beauty services.

Magazine subscribers: 74,000
Digital bonus: 35,000+ subscribers of BARBinc
Newsletter: 18,626
Social: 2,500



NAILPRO

➤ The magazine for nail professionals! Trends in natural nails, acrylics and gels. Nail art and technical how-to's, plus new products and successful business strategies for nail professionals.

Magazine subscribers: 61,505
Pass-along readership: 264,472
Newsletter: 31,044
Social: 1,300,000
Web: 146,000/month



LAUNCHPAD

➤ Everything beauty for salons and stylists! Trends, new products, and how-to's for hair, nails, makeup, skin care and more.

Magazine subscribers: 71,450
Pass-along readership: 271,510
Newsletter: 40,781
Social: 527,000
Web: 75,000/month



DAYSPA

➤ The premier business resource for spa and wellness professionals. The latest in skin care, spa treatments, wellness services and management strategies.

Magazine subscribers: 29,342
Newsletter: 32,613
Social: 51,000
Web: 27,000/month



BEAUTY STORE BUSINESS

➤ Providing solutions for better retailing. Beauty Store Business reports on hot products, savvy business moves and important trends affecting both brick-and-mortar and online retailers.

Magazine subscribers: 17,106
Newsletter: 19,447
Social: 9,000
Web: 15,500/month

Creative Age
Network
**DIGITAL
TOTAL
REACH**



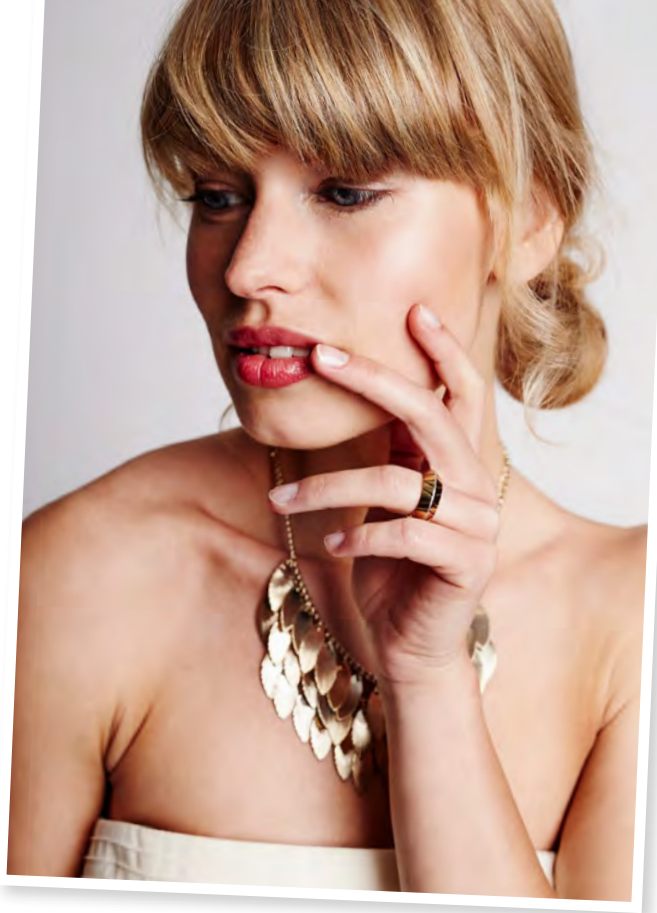
OVER
2.5 million

SOCIAL FOLLOWERS
ACROSS ALL TITLES

WEB TRAFFIC
400,000

UNIQUE VISITORS/MONTH

1.2 million
PAGE VIEWS/MONTH



 **FACEBOOK**
1,614,356

 **INSTAGRAM**
702,461

 **TWITTER**
97,475

 **PINTEREST**
66,464

 **YOUTUBE**
31,652

BEAUTY LAUNCHPAD

BEAUTY STORE BUSINESS
magazine

NAILPRO DAYSPA

MedEsthetics

the Colorist

eyelash

MAN

BEAUTY LAUNCHPAD

BANNER, SPONSORSHIP & EMAIL ADVERTISING SPECIFICATIONS

Rising Star Billboard Banner

Dimensions: 970 x 250 pixels

Format: HTML5, animated GIF, JPG; frame rate up to 24 FPS; maximum file load size is 60kb.

Skyscraper Banner

Dimensions: 300 x 600 pixels

Format: HTML5, animated GIF, JPG; frame rate up to 24 FPS; maximum file load size is 40kb.

Medium Box Banner

Dimensions: 300 x 250 pixels

Format: HTML5, animated GIF, JPG; frame rate up to 24 FPS; maximum file load size is 40kb.

Rectangle Box Banner

Dimensions: 728 x 90 pixels

Format: HTML5, animated GIF, JPG; frame rate up to 24 FPS; maximum file load size is 40kb.

Prestitial

Dimensions: 640 x 480 pixels

Format: JPG only

eNewsletter Sponsorship

Medium Box and Leaderboard

Dimensions: 300 x 250 pixels and 580 x 72 pixels

Format: HTML5, animated GIF, JPG; frame rate up to 24 FPS; maximum file load size is 40kb.

Landing page URL must be submitted at the same time as artwork.

Delivery

Email files as an attachment to **frobenson@creativeage.com**. Be sure to include the linking URL in the email.

Due Dates: Creative Age must receive materials 5 business days prior to campaign flight dates.

Third Party Email Advertising

Dimensions: 550 pixels wide

Format: HTML5, JPG

Delivery: Email files as an attachment to **mmartinez@creativeage.com**. Be sure to include the linking URL in the email and subject line.

Social Submissions

- + Text and images due 10 business days before posting. Referral URL must be provided with artwork. Facebook images should be 800 pixels; Instagram images should be square and at least 640 x 640 pixels; Twitter posts can include 140 characters and an image.
- + Video for Instagram should not exceed 60 seconds.
- + All images and copy are subject to editorial approval to prevent spam messaging.

Video and YouTube Submissions

Format: MP4, MOV, MPEG4

* NOTE: No flash files accepted

For sales or rate related questions, contact Deborah Carver, publisher, at 818.782.7328 ext.219 or email deborah.carver@creativeage.com

PRODUCTION INFORMATION

PRINTING

Web offset. SWOP standards apply.

BINDING

Perfect bound.

PDFS (PREFERRED FORMAT)

+Must be CMYK, 300 dpi with fonts embedded and print optimized. PDFs sent in any format other than stated are NOT ACCEPTABLE and will need to be resubmitted in the correct format and will be subject to late charges.

ACCEPTABLE PROGRAMS

Macintosh-based programs only:

Adobe InDesign, Photoshop, Illustrator.

FTP GUIDELINES

Please use your Web browser to access our File Transfer server:

- + For Macintosh we recommend using a current version of Firefox (OS 10.4 or newer).
- + For Windows we recommend either Internet Explorer or a current version of Firefox.

The user name is: **launchpad** and the password is:

66trUllima

The URL is **https://ftp.creativeage.com** (please note the 's' > https://...)

You will see a warning message that the browser is not able to verify the certificate. This is normal, please click OK to continue. You will see a similar, second warning concerning the certificate. Click OK to continue.

Enter user name **launchpad** and the password **66trUllima** and click the Login button.

You are now connected to our File Transfer server and ready to upload/download your documents.

PLEASE MAKE SURE YOU PLACE THE FILE IN THE "ADS ONLY" FOLDER.

Please click on the provided buttons to upload, download, delete or rename your documents.

PLEASE EMAIL THE FILE NAME WHEN YOU ARE FINISHED

PROOFS

- + All ad submissions must be accompanied by a proof.
- + For four-color ads, provide color Fuji print, Rainbow or equivalent according to SWOP standards, processed on publication-grade stock.
- + Color rotation is black, cyan, magenta, yellow.
- + Proper color reproduction is not guaranteed without acceptable color proof.

INSERTS

- + Standard, multifold and die-cut inserts accepted.
- + Contact production director at least three weeks prior to space closing date in order to determine exact production specifications.
- + Inserts must meet all applicable postal, printer and bindery requirements.

APPLICABLE PRODUCTION CHARGES

\$40/hour with \$40 minimum charge

- + Computer design, production or typesetting.
- + Resizing of ad to meet required specifications.
- + Copy additions or deletions.
- + Late charges will be applied for materials received past copy due date.

CONTACT INFORMATION

Launchpad Production Department

Attn: Flora Robinson

Creative Age

7628 Densmore Ave.

Van Nuys, CA 91406-2042

818.782.7328 ext.223

frobinson@creativeage.com

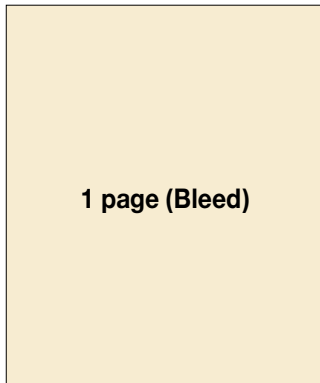
Please Note: Creative Age does not assume any responsibility for color reproduction on advertising material that is placed on our FTP site unless a high-quality hard copy proof is mailed in before the deadline.





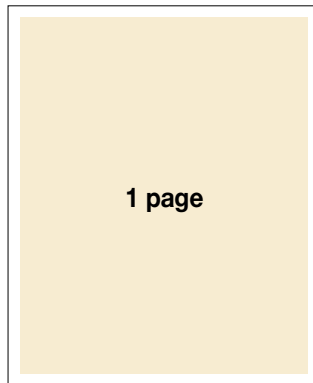
BEAUTY **LAUNCHPAD 2018**

AD SIZES & DIMENSIONS



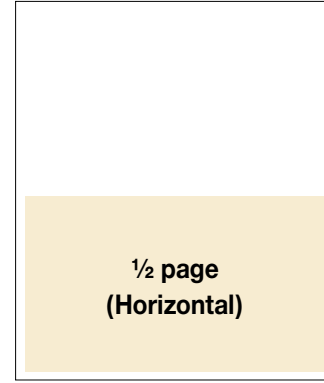
1 page (Bleed)

Bleed Size 8.125" x 11"
Trim Size 7.875" x 10.75"
Live Area 7" x 10"



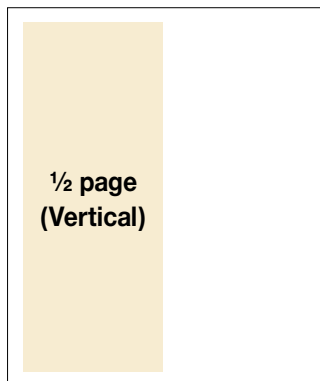
1 page

7" x 10"



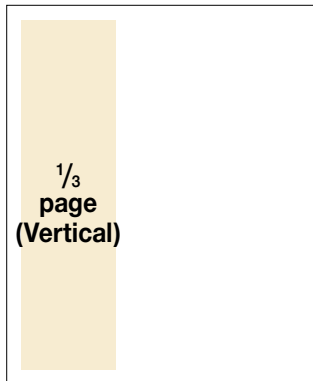
**1/2 page
(Horizontal)**

7" x 4.625"



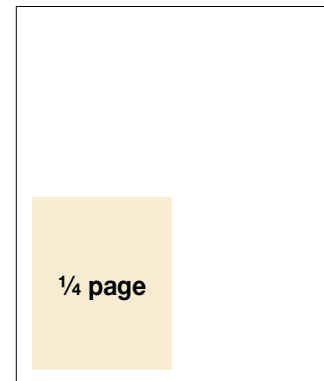
**1/2 page
(Vertical)**

3.375" x 10"



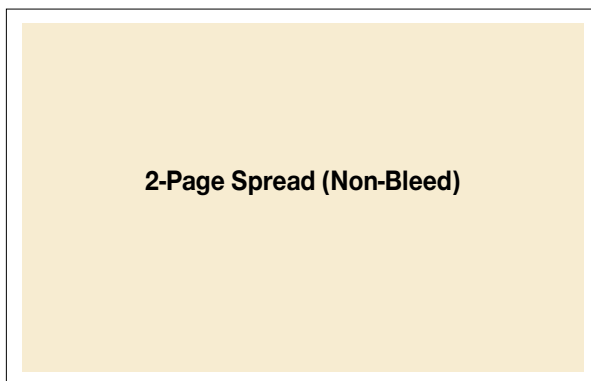
**1/3
page
(Vertical)**

2.125" x 10"



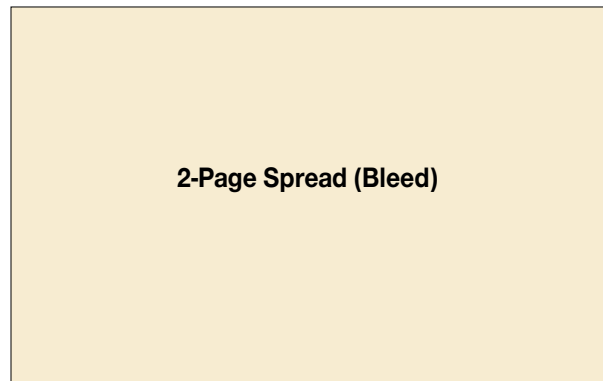
1/4 page

3.375" x 4.625"



2-Page Spread (Non-Bleed)

15" x 10"



2-Page Spread (Bleed)

Bleed Size 16" x 11"
Trim Size 15.75" x 10.75"
Live Area 15" x 10"

CONTRACTUAL REGULATIONS

2018

1 Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof.

2 All contents of advertisements are subject to publisher's approval. The publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. There is no guarantee of results for advertising accepted.

3 Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing. Fourteen days written notice is needed for cancellation of a preferred position.

4 All insertion orders are accepted subject to the provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellations of space reservations for any other reason in whole or in part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

5 Conditions, other than rates, are subject to change by the publisher without notice.

6 The publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which the advertiser or its agent ordered and which advertising was published. If it should become necessary for Creative Age to initiate any legal proceedings to collect any balance due, the advertiser and/or its agency agrees to the jurisdiction of Los Angeles, California. The advertiser and/or its agency shall also pay a reasonable attorney's fee to be fixed by the court and all other collection costs.

7 If advertising materials are received past due date, the publisher is not responsible for position, reproduction of late materials or coupon positioning. Proofs for pub-set ads cannot be supplied when materials are late. Opportunity for make-good is lost and late charges will apply when materials are received past due date.

8 Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible), plus any special instructions such as bleed, color, etc.

9 No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.

10 A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for the subsequent or past periods.

11 Space orders whenever possible should specify a definite schedule of insertions, issues and sizes of space.

12 The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is sold at the time.

13 Contracts may be discontinued by either party on 30 days written notice.

14 Cancellation of space order forfeits the right to position protection.

15 The publisher reserves the right to give better position than specified in the order, at no increase in rate.

16 The advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

17 All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which he/she feels is not in keeping with the publication's standards and policies. The publisher reserves the right to modify such standards and policies from time to time.

18 The advertisers' index is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above his space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.

19 The publisher's liability for any error will not exceed charge for the advertisement in question.

20 The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

21 The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

22 Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.

23 The publisher reserves the right to limit the size of space to be occupied by an advertisement.

24 When change of copy, covered by an uncancelled insertion order, is not received by closing date, copy run in previous issue will be inserted.

25 The publisher assumes no liability for errors or omissions in key numbers, or its reader service program, and/or reader service numbers, or advertisers' index.

26 Advertisements offering prizes or contests of any nature, are accepted provided prior approval has been obtained from the post office at place of publication entry.

27 Requests for specific position at R.O.P. rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

28 Advertisements ordered set and not used will be charged for composition.

29 No conditions other than those set forth here shall be binding on the publisher unless specifically agreed to in writing by the publisher. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions stated here.

30 Publisher reserves the right to polybag supplements to the back of our magazines.

COMMISSIONS

15% of gross to recognized agencies on space, color and position if total amount is paid in full within 30 days from invoice date; otherwise, no agency commission will be allowed. No commission can be taken on production charges or binding charges. All orders accepted for space subject to credit requirements. No cash discount.

TERMS

15% commission to recognized agencies. Payment is due 30 days from date of invoice. A late charge of 1.5% per month will be charged on unpaid amounts thereafter.

2018 RATES

Preferred Position Rates

Position requirements will incur an additional 10% charge above and beyond your current size, color and frequency rate.

+ Special Positions

All special positions are full-page, four-color ads, and are based on a per-insertion price. These positions are only available to position-specific, contracted 12-time advertisers (unless otherwise indicated) on a first-come, first-available basis.

+ Other Color Changes

Fifth color rate add \$800 for PMS colors including Metallic and Fluorescent colors to your current size and frequency four-color rate.

FOUR COLOR

	1X	3X	6X	12X
Full Page	\$4,005	\$3,730	\$3,620	\$3,450
1/2 Page	\$2,450	\$2,170	\$2,010	\$1,840
1/3 Page	\$2,260	\$2,010	\$1,840	\$1,675
1/4 Page Buzz Bin	\$1,170	\$1,055	\$955	\$890

RATES ARE ALL NET.

BEAUTY
LAUNCHPAD

Deborah Carver
800.442.5667, ext. 219
deborah.carver@creativeage.com