

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



# CONTENT CALENDAR 2019

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

**Plus:** Get all this via our digital channels, along with Instagram Takeovers, Facebook Lives and more



## january

+ Bonus Distribution: ISSE, Long Beach

### THE SUCCESS ISSUE

- Best-selling shampoo and conditioner duos
- Brand leaders discuss the keys to making it in the industry

**Special Focus:** Salon software to ensure business success

**Closing:** 11-16-18

**Ad Material Due:** 11-26-18



## february

### THE NEXT-GEN ISSUE

- 20 in Their 20s: Profiles on top 20 stylists in their twenties
- Trending thermal tools (blowdryers, styling irons and more) to achieve limitless looks

**Special Focus:** Thermal protectors

+**The Colorist:** Top colorists give the scoop on their all-time favorite formulas

**Closing:** 12-20-18

**Ad Material Due:** 12-27-18



## march

+ Bonus Distribution: IBS, New York

### THE SPECIAL OCCASION ISSUE

- Tap the spring runway's biggest trends and must-have products to prep clients for their special day (weddings, proms and beyond)—hairstyling, nails, makeup and lashes

• Extension experts share products, techniques and looks for bride-worthy beauty

**Special Focus:** Hairsprays

**Closing:** 1-18-19

**Ad Material Due:** 1-24-19



## april

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

### THE FESTIVAL ISSUE

- Styles and products to nail her festival look
- New nature-, hemp- and CBD-based hair, skin, makeup products and initiatives

**Special Focus:** Travel-size beauty goods

+**The Colorist:** Festival-inspired color

how-tos and products

**Closing:** 2-19-19

**Ad Material Due:** 2-25-19



## may

+ Bonus Distribution: Nailpro Pasadena, CA

### THE ENDLESS SUMMER ISSUE

- Products to arm clients for the summer season—hair masks, clarifiers and color care goods; skin protectors; and more
- Make the most of summertime with revenue-boosting add-on services in the salon

**Special Focus:** Hair pomades

**Closing:** 3-21-19

**Ad Material Due:** 3-26-19



## june

+ Bonus Distribution: Premiere Beauty, Orlando; IECSC, Las Vegas; IBS, Las Vegas

### THE TEXTURE ISSUE

- Products and advice for enhancing natural curls

• Ramp up hair with top texturizers

**Special Focus:** Humidity blockers

+**The Colorist:** Best blonding techniques

**Closing:** 4-19-19

**Ad Material Due:** 4-24-19

**\* EDITORIAL SUBMISSIONS DUE 6 WEEKS PRIOR TO AD CLOSE DATE.**

[CONTINUE >>](#)

# CONTENT CALENDAR 2019

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

**Plus:** Get all this via our digital channels, along with Instagram Takeovers, Facebook Lives and more



## July

### THE WOMEN IN CHARGE ISSUE

- Profiles on the industry's top female business leaders, artists, educators and influencers
- You're worth it: Guidance from industry experts on how stylists can raise their prices and increase their bottom line

**Special Focus:** Hair oils

**Closing:** 5-17-19

**Ad Material Due:** 5-23-19



## August

+ Bonus Distribution: Cosmoprof, Las Vegas

### THE INFLUENCER ISSUE

- Social media's biggest influencers dish on how to brand yourself
- Stylists reveal their all-time top product picks

**Special Focus:** Thickening products and extensions (Hair Loss Awareness Month)

+**The Colorist:** A-list formulas from celebrity colorists

**Closing:** 6-18-19

**Ad Material Due:** 6-21-19



## September

+ Bonus Distribution: Nailpro Sacramento

### THE FALL TRENDS ISSUE

- Hot hairstyles and color trends as seen on the fall/winter runways
- Cutting techniques and go-to snipping tools—shears, clippers, razors and combs

**Special Focus:** Shine enhancers

+**SUPPLEMENT** Master Class: the professional beauty education guide

**Closing:** 7-19-19



## October

+ Bonus Distribution: Intercoiffure Fall Atelier, New York

### THE AGELESS BEAUTY ISSUE

- Products and advice to combat the effects of aging (extensions, hair color, skin care, anti-thinning hair and lash formulas, and more)
- How to handle clients' scalp issues—from opening the conversation to dandruff-reducing wonders

**Special Focus:** Color preservers

+**The Colorist:** Autumn's best color techniques and products

**Closing:** 8-19-19

**Ad Material Due:** 8-22-19



## November

### THE HOLLYWOOD ISSUE

- Techniques and products—hair, makeup, lashes and nails—to achieve the beauty looks seen on the red carpet
- Winter remedies to treat lackluster locks

**Special Focus:** Dry shampoos

**Closing:** 9-20-19

**Ad Material Due:** 9-26-19



## December

### THE BEST ISSUE

- Readers Choice Awards! The best products of 2019, as voted by our readers
- 20 trending products to look for in 2020

**Special Focus:** Frizz fighters

+**The Colorist:** 30 Under 30—our annual "it list" of burgeoning color stars

**Closing:** 10-18-19

**Ad Material Due:** 10-23-19

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

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

**267,512\***  
Readers Each  
Month



*the*  
**Colorist**

is featured in Beauty Launchpad  
6x per year

\*Qualified Circulation: 70,398, Pass-along Readership Rate: 3.8

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

## SOCIAL

# Social + Digital METRICS



 **Instagram**  
**265,000**

 **Facebook**  
**237,000**

**WEB TRAFFIC**  
**75,000**

Unique visitors/month

Beauty Launchpad  
Newsletter  
**40,100**

Beauty Launchpad  
3rd party email list  
**39,849**

 **Twitter**  
**30,000**

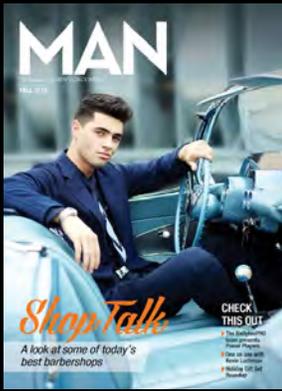
 **YouTube**  
**7,700**  
**2,740,000 Views**

 **Pinterest**  
**42,000**

 **LinkedIn**  
**2,774**



# Creative Age brands reach every niche of the professional beauty industry



## 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:** 60,262

**Pass-along readership:** 259,127

**Enewsletter:** 31,044

**Social:** 1,300,000

**Web:** 146,000/month



## BEAUTY LAUNCHPAD

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

**Magazine subscribers:** 70,398

**Pass-along readership:** 267,512

**Enewsletter:** 40,100

**Social:** 584,474

**Web:** 75,000/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:** 51,500

**Digital bonus:** 41,000+ subscribers of BARBinc.com

**Social:** 2,800

## EYE LASH

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

**Magazine subscribers:** 29,000

**Social:** 18,000

## MEDESTHETICS

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

**Magazine subscribers:** 20,384

**Enewsletter:** 13,029

**Social:** 9,000

**Web:** 17,000/month

## THE COLORIST

➤ The hair color authority! How-to's for stunning hair styles, hair color formulas and new products for color-treated hair. Featured in Beauty Launchpad 6x's per year.

**Magazine subscribers:** 70,398



## DAYSPA

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

**Magazine subscribers:** 29,267

**Enewsletter:** 32,613

**Social:** 63,000

**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:** 16,119

**Enewsletter:** 14,450

**Social:** 8,600

**Web:** 15,500/month

Creative Age  
Network  
**DIGITAL  
TOTAL  
REACH**



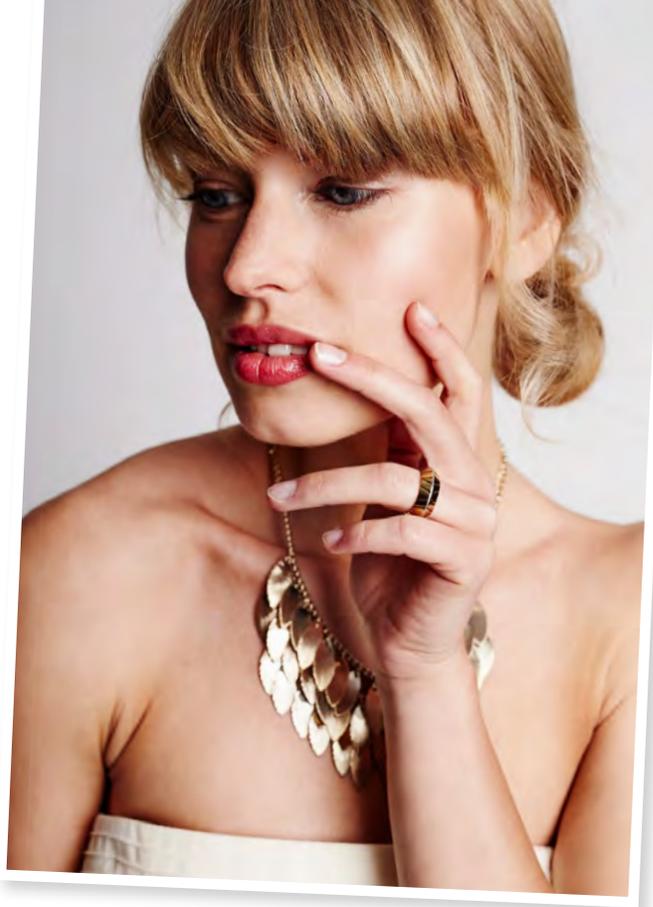
OVER  
**2.6 million**

SOCIAL FOLLOWERS  
ACROSS ALL TITLES

WEB TRAFFIC  
**400,000**

UNIQUE VISITORS/MONTH

**1.2 million**  
PAGE VIEWS/MONTH



 **FACEBOOK**  
**1,614,356**

 **INSTAGRAM**  
**828,647**

 **TWITTER**  
**111,067**

 **PINTEREST**  
**68,429**

 **YOUTUBE**  
**33,003**

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 650x72 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](mailto: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

### Beauty Launchpad Production Department

Attn: Flora Robinson

Creative Age

7628 Densmore Ave.

Van Nuys, CA 91406-2042

818.782.7328 ext.223

frobinson@creativeage.com

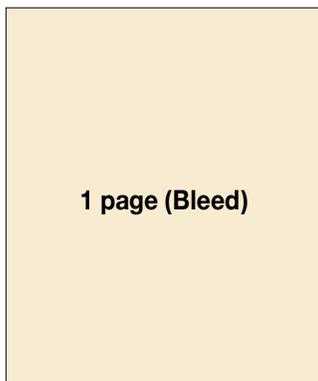
Please Note: Creative Age does not assume any responsibility for color reproduction on advertising material that is placed on our FTP site unless a high-quality hard copy proof is mailed in before the deadline.





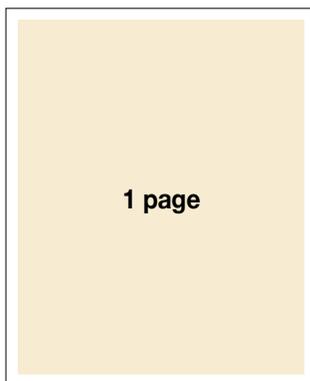
# BEAUTY LAUNCHPAD 2019

## AD SIZES & DIMENSIONS



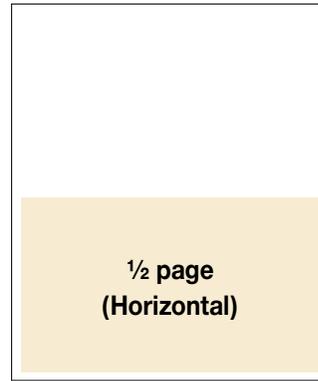
**1 page (Bleed)**

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



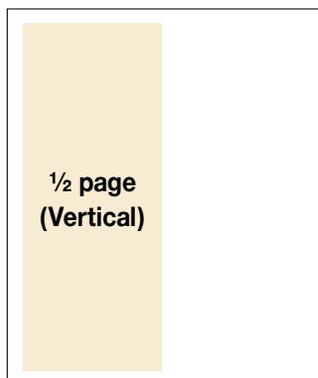
**1 page**

7" x 10"



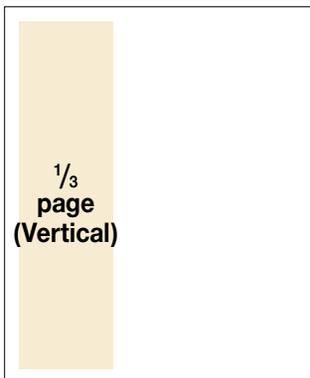
**1/2 page  
(Horizontal)**

7" x 4.625"



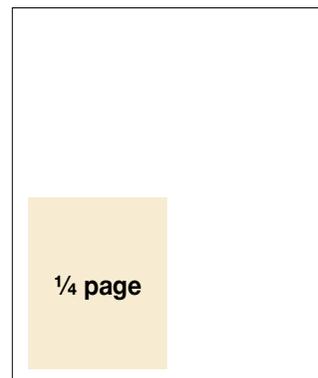
**1/2 page  
(Vertical)**

3.375" x 10"



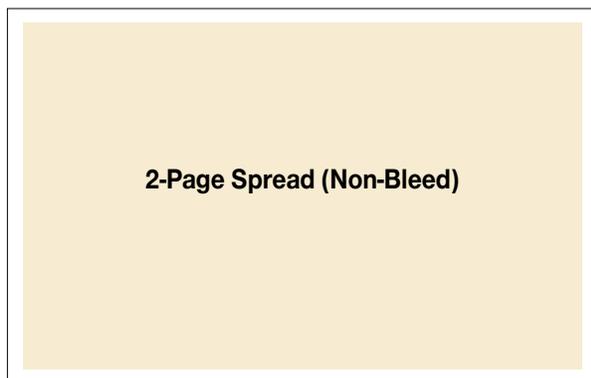
**1/3  
page  
(Vertical)**

2.125" x 10"



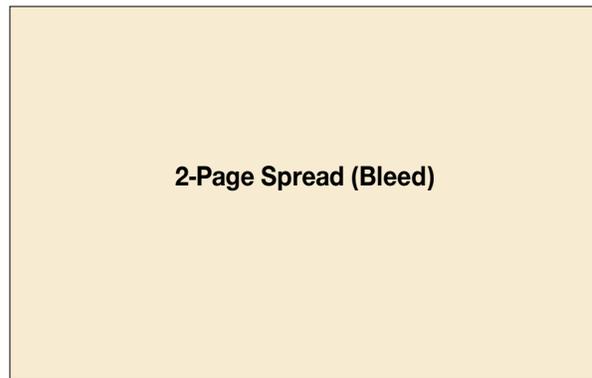
**1/4 page**

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

## 2019

- 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.