

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



**MEDIA KIT
2019**

eye|lash 2019

EDITORIAL CALENDAR



jan/feb

+ Bonus Distribution: ISSE, Long Beach; IBS New York

ON THE RISE The latest in brow and lash looks and techniques for 2019

IN GOOD SHAPE A roundup of lash and brow conditioners

Editorial Submissions: 10-23-18

Ad Close: 12-12-18

Ad Materials Due: 12-18-18



mar/april

+ Bonus Distribution: Nailpro Pasadena; America's Beauty Show, Chicago; The Makeup Show, New York, Houston

BRIGHT EYES Turn back time with anti-aging eye treatments

SEE TO IT Protect your vision with magnifiers, lamps and other tools for lash extension services

Editorial Submissions: 12-21-18

Ad Close: 2-12-19

Ad Materials Due: 2-15-19



may/june

+ Bonus Distribution: Premiere Orlando; Int'l Est./Cosm./Spa Conf. (IECSC), Las Vegas; IBS Las Vegas

A STICKY SITUATION How to choose the right lash extension adhesive for you

GIVE ME A TWEEZE Discover the best eyelash extension tweezers for every technique. Plus! The best tweezers for brow maintenance

Editorial Submissions: 2-26-19

Ad Close: 4-11-19

Ad Materials Due: 4-17-19



jul/aug

+ Bonus Distribution: The Makeup Show, Orlando; Face & Body Expo, San Jose; Cosmoprof, Las Vegas

THE HEAT IS ON Summer makeup musts: brow highlighters, eye shadows, waterproof mascaras and eye-safe SPF

WELL PADDED A guide to choosing eyelash extension pads, plus application tips and tricks

Editorial Submissions: 4-23-19

Ad Close: 6-7-19

Ad Materials Due: 6-14-19



sept/oct

+ Bonus Distribution: Nailpro Sacramento

TOOL TIME Our 5th annual guide to essential tools for lash and brow techs

MIX AND MATCH Pro tips on combining Classic and Volume lashes for a customized look

Editorial Submissions: 6-25-19

Ad Close: 8-9-19

Ad Materials Due: 8-16-19



nov/dec

HOLIDAY GIFT GUIDE The best gifts for clients, coworkers and yourself!

FLAWLESS FALSIES Get clients party-ready with the latest in strip lashes, adhesives and tools

Editorial Submissions: 8-24-19

Ad Close: 10-11-19

Ad Materials Due: 10-17-19

IN EVERY ISSUE

PRIVATE EYE Industry news, trends, fun facts and big ideas

MASTER CLASS Tips, tricks and training opportunities for lash and brow artists

BUSINESS PLAN Sales, marketing and success secrets from pros in the know

COUNTER INTELLIGENCE Essential tools, after-care items and eye-centric retail offerings

Please Note: Editorial projections are subject to change on the basis of availability and new developments. Use this listing as a general guideline, but check with your advertising representative for updated monthly listings.

eye|lash

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beautylaunchpad.com/eyelashmag

Eye Lash magazine connects you to an audience of decision-making beauty industry professionals.



93%

approve or recommend product purchases



73%

are salon/spa owners, directors and managers

29,000*

Published bi-monthly (in print and digital)

Eye Lash is the only trade magazine in the professional beauty industry created specifically for lash and brow stylists, makeup artists, estheticians and owners/managers of salons and spas that offer lash, brow and makeup services. They also include beauty store owners that retail lash, brow and cosmetic products.



*Qualified Circulation: 29,000
Source: Publisher's Creative Systems

DIGITAL & SOCIAL

You're
CONNECTED
to beauty professionals
on the web



DIGITAL STATS YOU NEED TO KNOW

Website

***75,000** readers
unique visitors/month

Social Media

18,000



Digital Edition

4,000 readers
69,451 page views

* EyeLash is a part of the Beauty Launchpad website at beautylaunchpad.com/eyelashmag

Exclusive slideshows, product reviews, tutorials, video and archived articles. Plus, web-exclusive articles not found in print.

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
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**



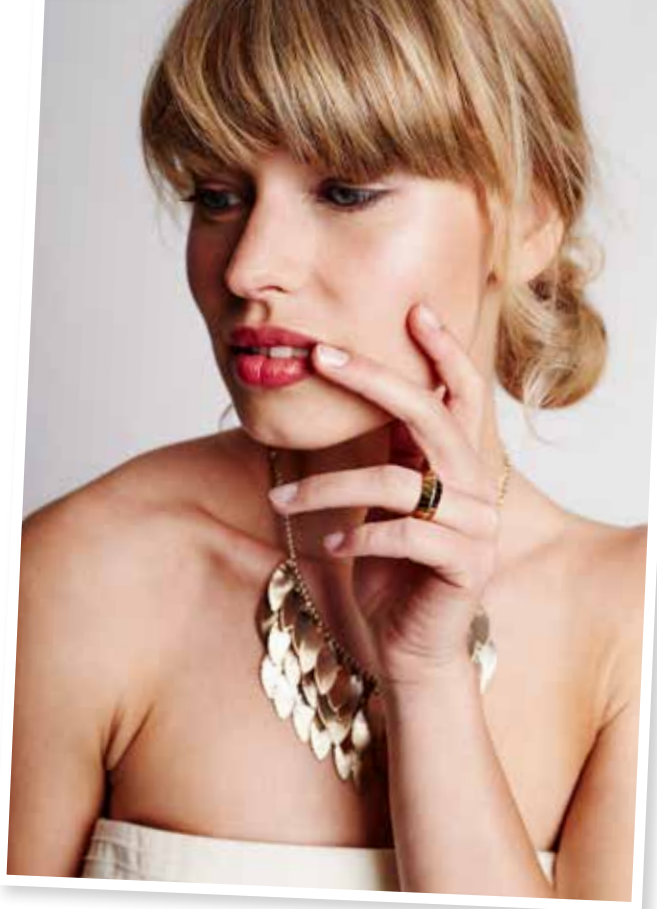
OVER
2.6 million

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

eye|lash

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

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 **cmarquez@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

eye|lash

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: **eyelash** and the password is: **fork768NIR**

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.

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

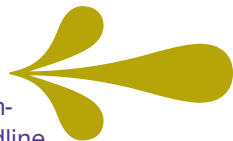
- + Computer design, production or typesetting.
- + Resizing of ad to meet required specifications.
- + Copy additions or deletions.
- + Late charges will be applied for materials received past copy due date.

MAILING INSTRUCTIONS

Eye Lash Production Department

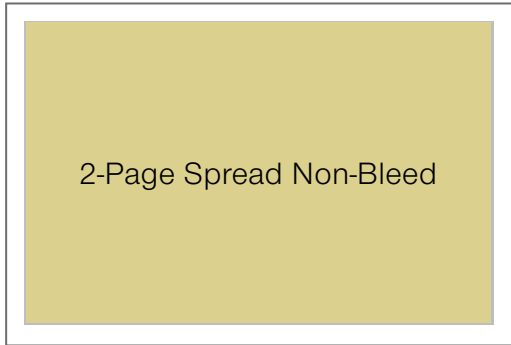
Attn: Claudia Marquez
Creative Age
7628 Densmore Ave.
Van Nuys, CA 91406-2042
818.782.7328 ext.210
cmarquez@creativeage.com

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.



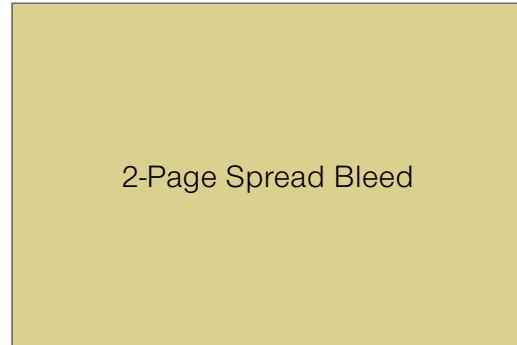
eye|lash

AD SIZES & DIMENSIONS



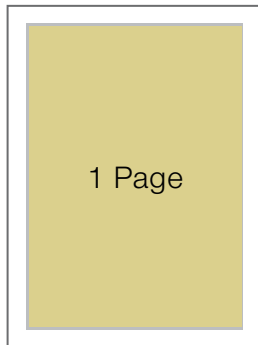
2-Page Spread Non-Bleed

15" x 10"



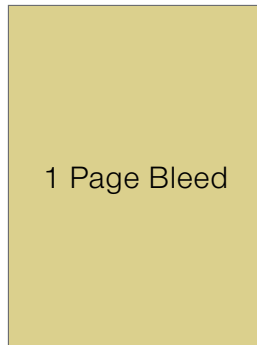
2-Page Spread Bleed

Bleed Size 16" x 11" Trim Size 15³/₄" x 10³/₄"
Image Area 15" x 10"



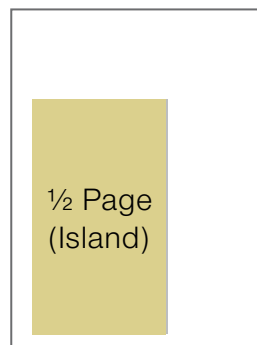
1 Page

7" x 10"



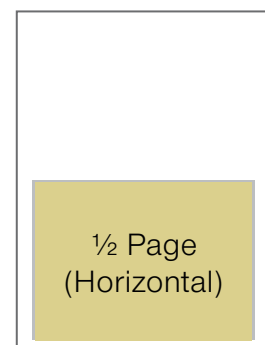
1 Page Bleed

Bleed Size 8¹/₈" x 11"
Trim Size 7⁷/₈" x 10³/₄"
Live Area 7" x 10"



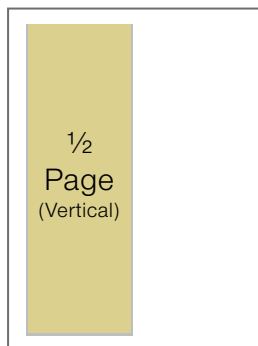
1/2 Page
(Island)

4⁵/₈" x 7¹/₄"



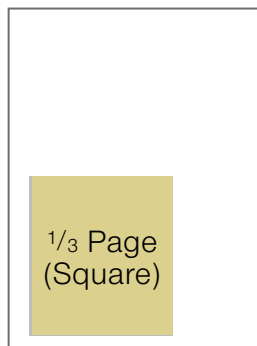
1/2 Page
(Horizontal)

7" x 4⁵/₈"



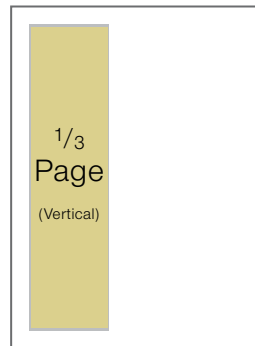
1/2
Page
(Vertical)

3³/₈" x 10"



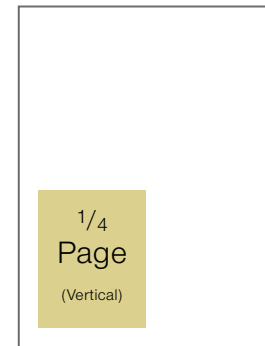
1/3 Page
(Square)

4⁵/₈" x 4⁵/₈"



1/3
Page
(Vertical)

2¹/₈" x 10"



1/4
Page
(Vertical)

3³/₈" x 4⁵/₈"

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 DC Media, Inc. 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.