

Engage with over

193,891

UK & Irish Beauty and
Hairdressing Professionals



Associated
Beauty Therapists

beauty
& Hairdressing

**Irish
beauty**



UK



**Associated
Beauty Therapists**

UK's Leading Insurance Provider

abtinsurance.co.uk

Associated Beauty Therapists is the UK's leading membership and insurance provider who support therapists, salon owners and students in their careers and businesses. ABT engages with insured, trained and verified professionals as well as accrediting training schools across the country.



UK's Leading Insurance Provider

beautyandhairdressing.co.uk

BeautyandHairdressing.co.uk is here to assist you in strengthening your brand's marketing strategy. The very nature of our database means we can identify and extract your key clients more efficiently to ensure your marketing campaign engages with the people most beneficial to your company.

IRELAND



**Associated
Beauty Therapists**

Ireland's Number One Insurance Provider

aitireland.com

Associated Beauty Therapists is Ireland's number one membership and insurance provider offering professionals and training schools across the country cover and accreditation within the industry.



Leading Beauty Trade, News, Magazine & Event

irishbeauty.ie

Statistically proven to be Ireland's largest, most attended annual trade beauty event. The Irish Beauty Show is the only beauty show to verify with industry identification to know exactly who walks through the doors. This explains why Irish Beauty has a number one trade beauty magazine with over 11 years' heritage reaching an ever growing, highly targeted database.

We are In Touch with 193,891 UK & Irish Professionals



4 MONTH CAMPAIGN

8 x Email Newsletter Adverts

Monthly Contacts: 77,562

8 x Social Media Posts

Monthly Likes/Follows: 59,790

4 Months Banners

Monthly Impressions: 292,112

• BeautyandHairdressing.co.uk

• IrishBeauty.ie

Member Portal Special Offer

Bespoke to the Client

• BeautyandHairdressing.co.uk

• IrishBeauty.ie

Business Profile Page

Monthly Impressions: 292,112

• BeautyandHairdressing.co.uk

• IrishBeauty.ie

4 x Full Page Adverts

Monthly Digital Circulation: 56,539

• Beauty & Hairdressing Magazine

• Irish Beauty Magazine

Subscribers & Members

Monthly Insured, Trained & Verified 23,002

• Associated Beauty Therapists

• Associated Beauty Therapists Ireland

Total Engagement:
193,891 per month



4 MONTH CAMPAIGN

4 x Email Newsletter Adverts

Monthly Contacts: 44,025

4 x Social Media Posts

Monthly Likes/Follows: 23,124

4 Months Banners

Monthly Impressions: 210,870

• BeautyandHairdressing.co.uk

Member Portal Special Offer

Bespoke to the Client

• BeautyandHairdressing.co.uk

Business Profile Page

Monthly Impressions: 210,870

• BeautyandHairdressing.co.uk

2 x Full Page Adverts

Monthly Digital Circulation: 37,002

• Beauty & Hairdressing Magazine

Subscribers & Members

Monthly Insured, Trained & Verified:

19,007

Total Engagement:
104,151 per month



4 MONTH CAMPAIGN

4 x Email Newsletter Adverts

Monthly Contacts: 33,537

4 x Social Media Posts

Monthly Likes/Follows: 36,666

4 Months Banners

Monthly Impressions: 81,242

• IrishBeauty.ie

Member Portal Special Offer

Bespoke to the Client

• IrishBeauty.ie

Business Profile Page

Monthly Impressions: 81,242

• IrishBeauty.ie

2 x Full Page Adverts

Monthly Digital Circulation: 19,537

Irish Beauty Magazine

Subscribers & Members

Monthly Insured, Trained & Verified: 3,995

Total Engagement:
89,740 per month



1 MONTH CAMPAIGN

2 x Email Newsletter Adverts

Contacts: 77,562

1 Month Banners

Monthly Impressions: 292,112

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

2 x Full Page Adverts

Digital Circulation: 56,539

- Beauty & Hairdressing Magazine
- Irish Beauty Magazine

Total Engagement:
193,891



1 MONTH CAMPAIGN

1 x Email Newsletter Advert

Contacts: 44,025

1 Month Banner

Monthly Impressions: 210,870

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

1 x Full Page Advert

Digital Circulation: 37,002

- Beauty & Hairdressing Magazine
- Irish Beauty Magazine

Total Engagement:
104,151



1 MONTH CAMPAIGN

1 x Email Newsletter Advert

Contacts: 33,537

1 Month Banner

Monthly Impressions: 81,242

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

1 x Full Page Advert

Digital Circulation: 19,537

- Beauty & Hairdressing Magazine
- Irish Beauty Magazine

Total Engagement:
89,740



An incredible way to stay In Touch

- 292,112 Monthly Impressions
- Featured Articles
- Member Portal Special Offers
- Business & Career Advice
- Salon Finder
- 18,000 Contact Database
- Accredited Training Provider Finder
- Over 1000 Contact Database



Native Advertorials

218 x 150px

Positioned within the daily news feed and Featured News sections, native advertorials allow you to promote your brand, product or service in more detail. Advertorials can be up to 500 words in length with images and links, and provided pre-written by yourself (subject to editorial approval) or compiled by our editorial team. These can also be positioned on our e-newsletter.

Native Newsfeed ads

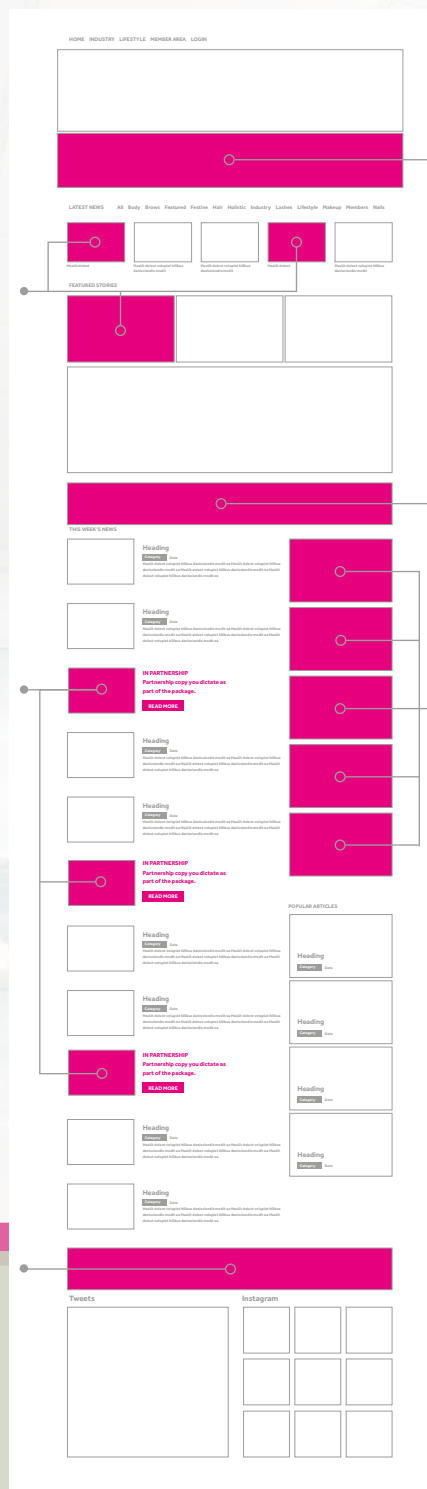
218 x 150px

Our constantly changing News Stream ensures website visitors scroll down the homepage. With this in mind, we have introduced Native News Feed Ads within our This Week's News stream, ideal for adverts with a strong CTA.

Footer Banner

1164 x 200px

Bookend your message with a further iteration in the footer and/or position your message alongside our social media updates.



Home Page Header Banner

1164 x 200px

Ensure maximum exposure. This static position ensures your advertisement is displayed each time the homepage is loaded.

Banner Adverts

1164 x 200px

Two rotating positions for Banner Adverts are available on our homepage in popular positions, appearing below our online video content, and also above our social media streams. These spaces are particularly effective if you wish to promote multiple brands.

Sidebar Button / 5 Button deep Skyscraper

356 x 220px

Up to 5 static advert positions are available within the Home Page Side Bar. These positions can be booked for individual adverts, or should you so choose, as an extended Tower advert to fill the full space or a section of it.

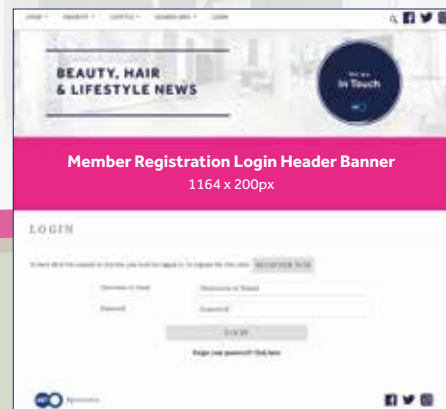




Premium Screen Real Estate

- Members Registration Pag
- Accredited Trainers
- Insured Members & Salons
- Member Offers
- Treatment of the Month
- News Pages
- Competition Pages

To view all of our juicy website content, visitors have to register for free. We currently have over 28,000 registered users growing 24/7, so this is a static, prime position.

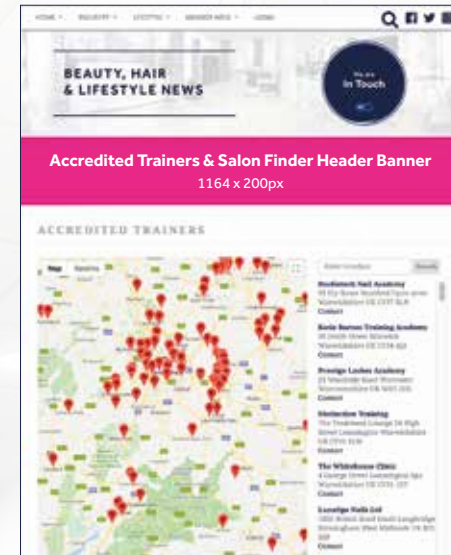


There are over 1000 accredited training schools and 18,000 live ABT members who will initially check they are visible. Visitors are joined by a combination of consumers looking to source insured salons and clinics, alongside professionals looking to further their education at accredited training establishments. This is another prime location to display your brand.

Treatment of the Month

Do you have a treatment that you would like to promote to industry professionals and students through step-by-step video tutorials? Our Treatment of the Month section offers you the opportunity to showcase your treatment on a dedicated page, with the option of providing your completed video file or liaising with us to help create content for you.

You also have the option of supporting your video tutorial with Header Banner advertising on your dedicated Treatment of the Month page. Your Treatment of the Month will also be supported via ABT's Facebook, Twitter & Instagram pages.



Member Offers

We encourage partnerships with brands that provide benefits to our 18,000-strong membership. We are happy to discuss any ideas you have and we will promote these offers on our website and in our newsletters.

In Touch

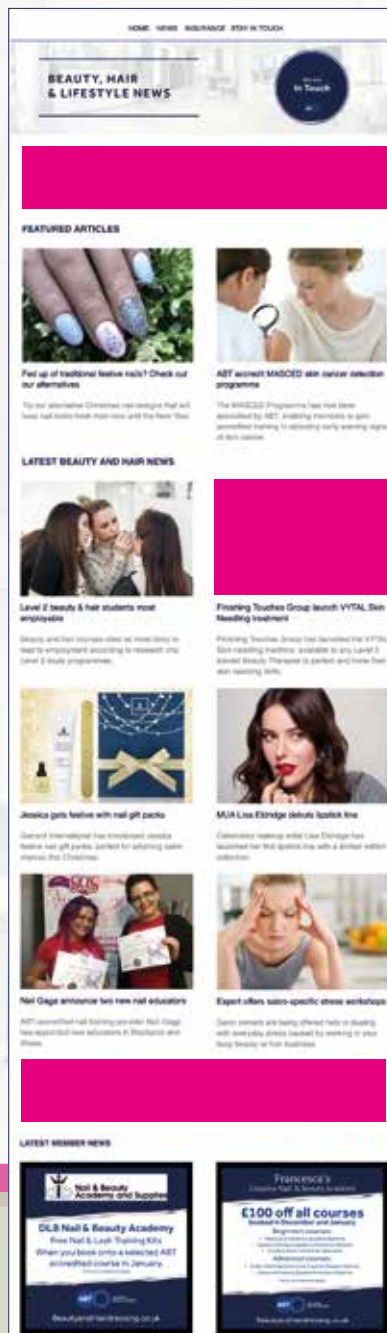
UK & Ireland
Inbox

Sponsored Advertising

Twice monthly, we distribute our e-newsletter to our extensive GDPR-compliant database of beauty and hair professionals and students, along with educators and trainers. Our database includes the details of 23,002 individuals working or studying within the UK beauty or hair sectors. Because of the way we capture our compliant data, we are able to dissect our database using several criteria including:

- **Salon size / number of treatment rooms**
- **Level of qualification**
- **Geographical location**
- **Types of treatments offered**
- **Annual turnover**
- **Number of staff**
- **Future purchase interest**

Promote your brands, products or services to an extensive, relevant database whilst remaining GDPR-compliant through sponsorships or advertising on our e-newsletter.



- **Available positions**
- **Header Banner**
- **Banners**
- **Native News Feed Adverts**
- **Native Advertorials**



2 x Bespoke HTML Eshots

£2,990

Contacts: 77,562

One to the UK / One to Ireland

2 x Specific & Targeted Digital Lead Generation

£7,000

Contacts Bespoke to the Client

• BeautyandHairdressing.co.uk and IrishBeauty.ie

2 x Direct Mails to Membership Database via Controlled Matrix

£13,000

Subscribers and Members: up to 23,002

• Associated Beauty Therapists UK & Ireland

Student Initiative Sponsorship Package

£7,990

• Associated Beauty Therapists UK & Ireland



1 x Bespoke HTML Eshot

£1,495

Contacts: 44,025

**1 x Specific and Targeted
Digital Lead Generation**

£3,500

Bespoke to the Client

**1 x Direct Mail to Membership
Database via Controlled Matrix**

£6,500

Subscribers and Members: 19,007

• Associated Beauty Therapists UK

**Student Initiative
Sponsorship Package**

£3,995



1 x Bespoke HTML Eshot

£1,495

Contacts: 33,537

**1 x Specific and Targeted
Digital Lead Generation**

£3,500

Bespoke to the Client

**1 x Direct Mail to Membership
Database via Controlled Matrix**

£6,500

Subscribers and Members: 3,395

• Associated Beauty Therapists Ireland

**Student Initiative
Sponsorship Package**

£3,995

All above **In Touch** Services are individually priced and available on request

Technical Specifications & Contact Details

Sponsored Advertising

Twice monthly, we distribute our e-newsletter to our extensive GDPR-compliant database of beauty and hair professionals and students, along with educators and trainers. Our database includes the details of 23,002 individuals working or studying within the UK beauty or hair sec

What we need:

Full page sizes and technical specifications for A4 display adverts:

(all adverts to be supplied ready to place)

- Hi res PDF 300 dpi at A4: 210mm x 297mm

Banner advert size and technical specifications – for website:

(all adverts to be supplied ready to place)

- Header Banner/ Banner Adverts/ Footer Banner: 1164 x 200px
- Native Newsfeed Banner: 218 x 150px
- Sidebar Button /5 Button deep Skyscraper: 356 x 220px

Newsletter advert size & technical specifications – for e-newsletter:

(all adverts to be supplied ready to place)

- 300 dpi 800 x 534px

Business Profile:

- 1 x high res logo (minimum 300 dpi)
- List of brands / products
- Contact email address
- Website address
- Business's social media details (Facebook, Twitter, Instagram, YouTube)
- 100 word company profile

Special offers – details of offers available to ABT members:

- Name of company
- Client's name
- Business's website address
- Business's social media details (Facebook, Twitter, Instagram, YouTube)
- A few words about your company, e.g. what types of products you offer, how long have you been established, which brands you work with
- What is your offer?
- Offer start and end date
- How do ABT members take advantage of the offer?
- Offer Terms & conditions
- High res logo and product image (minimum 300dpi)

Instastories, FB and social pushes

- Social media handles
- Hashtags
- High res 300dpi image or video
- URL link
- What your offer is
- Offer start and end date

How often can adverts be changed / resupplied?

Depending on which package has been purchased, adverts can be supplied and resupplied twice within a four month campaign.

Contact Details:

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Banner advertising
to all web traffic

Direct mails to
membership
database via
controlled matrix

77.5k
Newsletters

Specific and targeted digital
lead generation per month

Bespoke eshots

59.8k
Social Media Following

Newsletters to your target audience

Business profiles and directories

Engage With Over
193,891
UK & Irish Beauty and
Hairdressing Professionals

We know our Insured,
Trained & Verified clients
more than they do
We know how to talk to them
every single month

We are
In Touch

Student initiative sponsorship packages

Advertising options in the UK &
Ireland's industry leading magazines

56.5k
Digital Magazine Circulation
- Requested
& Approved Speculative

Special Offers delivered
directly to our members

23.1k
Subscribers and Members

Insta stories, Facebook and social
pushes included free for offers to
members and subscribers

99.15%
Satisfaction Survey of Clients

292.2k
Page Impressions per Month

Prices Start
From
£395/mo

With pinpoint
accuracy, we are

In Touch

UK & Ireland Media Solutions



beauty
& Hairdressing

Irish
beauty