

We are
In Touch



BEAUTY, HAIR & LIFESTYLE NEWS

BEAUTYANDHAIRDRESSING.CO.UK



**Associated
Beauty Therapists**

Membership | Accreditation | Insurance



Our website, 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.

We know that not every visitor to BeautyandHairdressing.co.uk will be key for your business, however we aim to help you pinpoint future clients through our highly targeted GDPR-compliant database. We are able to filter our data using detailed and specific criteria such as geographical location, types of treatments offered, annual business turnover and future purchase interest, therefore focusing your time and marketing budget more selectively with the correct individuals rather than the masses.

CONTENTS

ABOUT BEAUTYANDHAIRDRESSING.CO.UK 3

ABOUT US 4

HOW WE CAN WORK TOGETHER 5

MEET THE TEAM..... 6

PROMOTE YOUR BRAND WITH US..... 8

ADDITIONAL ADVERT POSITIONS 10

TREATMENT OF THE MONTH 12

BEAUTYANDHAIRDRESSING.CO.UK E-NEWSLETTER 13

HOW TO CONTACT US 14

BEAUTYANDHAIRDRESSING.CO.UK

From skincare to cosmetics, nail treatments to anti-ageing therapies, hair to barbering, and advanced beauty procedures to tanning, BeautyandHairdressing.co.uk is at the heart of the industry sharing news about the latest beauty and hair products and treatments to keep professionals in the know.

We are the go-to resource for beauty therapists, hairdressers, nail technicians, make-up artists, barbers, complementary therapists, and students who not only need to keep up-to-date with daily industry news, but also want business support and career advice.

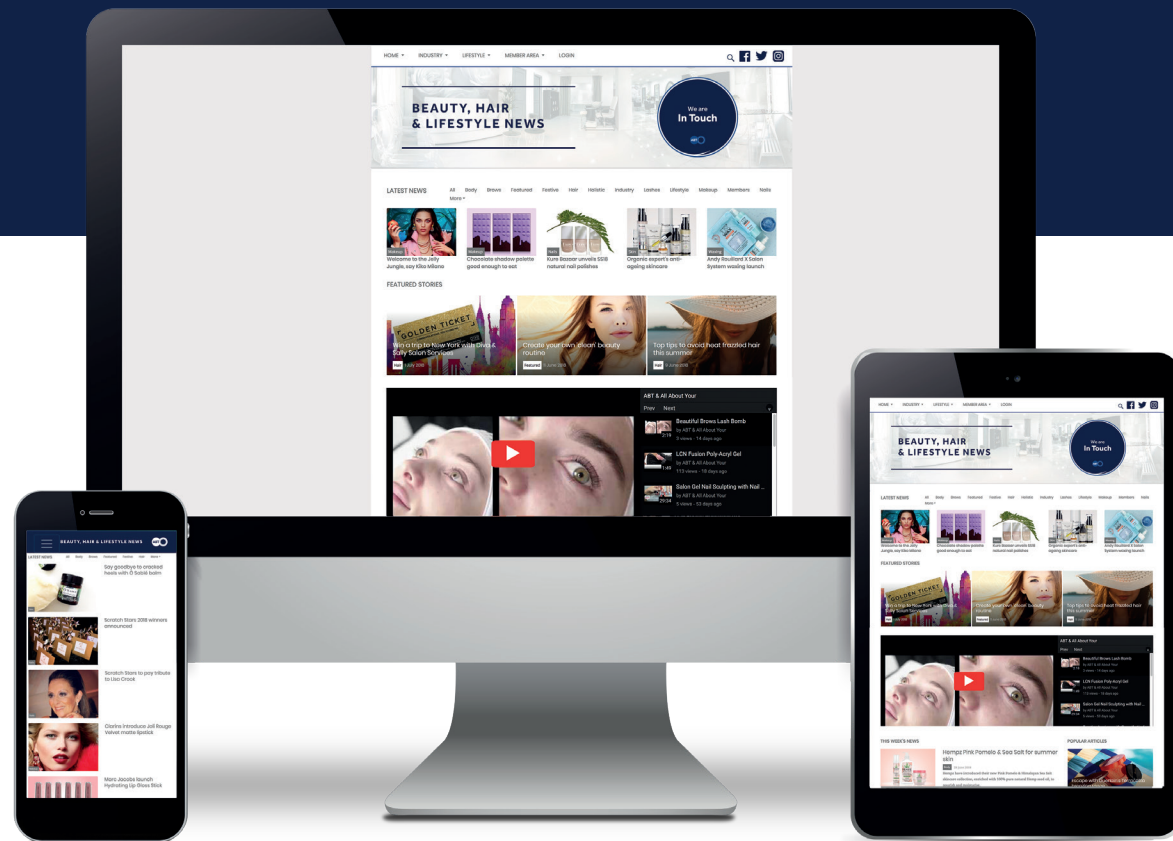
Our constantly updated searchable database of over 850 ABT- accredited training providers makes BeautyandHairdressing.co.uk the must visit website for beauty and hair professionals who want to enhance their skill set and further their careers through ongoing education.

For consumers, all of ABT’s qualified beauty therapists, nail technicians, hairdressers, and complementary therapy

members can be easily located through our Salon Finder. BeautyandHairdressing.co.uk is run in partnership with ABT, the UK’s leading beauty and hair insurance organisation supporting 18,000 professionals, and brings together a team of professionals with over 40 years’ experience in the UK beauty and hair sectors.

BeautyandHairdressing.co.uk

- Daily newsdesk updated as and when the news breaks.
- Featured articles offering in-depth comment on beauty and hair industry issues.
- Salon Finder database of 18,000 ABT qualified beauty and hair members.
- Searchable database of over 850 ABT- accredited training providers.
- Treatment guides encouraging professionals to train in new skills.
- ABT Members Area offering exclusive business and career advice.



ABOUT US

BeautyandHairdressing.co.uk brings together some of the UK's leading talent with an understanding of how our industry works.

Not only are we able to break the latest industry news, our media know-how means that we can connect brands with buyers, and salons with consumers.

Key partner ABT (Associated Beauty Therapists) is at the heart of the industry, renowned and respected for supporting over 18,000 therapists, nail techs, hairdressers, barbers, salon owners, and students in their careers and businesses.

Our editorial team is headed by Beauty Expert and Journalist Melissa Dennis, who has spent the last 15 years passionately writing about and championing the beauty and hair sectors and their talent.

We also offer business support through our team of industry experts who can maximise your brand's online and digital presence.

HOW WE CAN WORK TOGETHER

BeautyandHairdressing.co.uk features a comprehensive news and information resource directed at UK beauty and hair professionals and their consumers, covering skin care, nails, make-up, lashes and brows, tanning, waxing, advanced beauty procedures, body treatments, hair and barbering, complementary therapies and retail.

We can work together by:

- Sharing your news on our daily-updated news desk.
- Featuring your brand within in-depth articles on business or industry issues and trends.
- Hosting your banner advert on BeautyandHairdressing.co.uk
- Sponsorship of BeautyandHairdressing.co.uk Newsletters.
- Focussing on your brand in our Treatment of the Month section.
- Offering BeautyandHairdressing.co.uk and/or ABT members discounts or special offers on your products or services.
- Aligning your brand with ABT and BeautyandHairdressing.co.uk as an official partner.

BeautyandHairdressing.co.uk is supported by:



USER METRICS

Site visitors for this new launch venture are currently exceeding 14,000-14,200 unique views per month. Individual page impressions are exceeding 72,000 page views as validated by success and statistics of current marketing initiatives.

The current demographic split is 85/15 in favour of females with 72% being aged 18-35 years; 88% of the visitor range are trade professionals with 12% being consumer.

We would say that all clients do at some stage fall into a consumer category by the very nature of the site.

The site's targeted demographic is ABC1, ABC2, B2B; 81% of these clients in most or all instances are business owners of varying degrees of success and would generally fall into the top three categories of grade so fair to justify ABC1 status.



MEET THE TEAM

BeautyandHairdressing.co.uk brings together some of the UK's leading talent with an understanding of how our industry works and how your brands can maximise their position within it.

Glynn Sherwood

ABT Global Business Consultant

Glynn has over 18 years' experience working in sales and business development roles, eight of which have been within the UK and Irish beauty and hair sectors. His understanding of the industry, gained through media and exhibition sales as well as establishing his own global beauty business, means he is ideally placed to advise ABT Global clients on how best to maximise their brand presence through a multimedia approach. Glynn's expertise ensures that the marketing requirements of every ABT Global client is considered individually and with integrity, and bespoke solutions tailored to meet budgets and needs.

Melissa Dennis

Beauty Editor and ABT Global Communications Manager

Melissa has worked in the UK and Irish beauty sectors for 15 years, editing a number of market-leading beauty trade magazines and websites. She has also played a key role in brand creation and delivering the marketing campaigns of national beauty trade events. In a consultative role, she now edits BeautyandHairdressing.co.uk and oversees ABT Global's external communications. She also runs her own media, marketing and publishing consultancy, and delivers PR and Communication support to ABT Global clients to enhance their marketing strategies and maximise their brands' success.

Dave Horton

ABT Global Managing Director

As Managing Director and Founding Partner of ABT Global, Dave plays an active role in ABT Global client relationships. He has over 15 years' sales and marketing experience in the UK and Irish beauty and hair sectors, and a passion for research and development of current and new brand opportunities. His creative vision ensures clients maximise their brands' sales and multimedia marketing opportunities, whilst his business experience as MD of ABT Global means that he understands what it takes to grow a brand from initial concept into market leader.

Amelia Black

ABT Global Head of Brand and Marketing

Amelia has been with the company for four years, joining as a graduate with a First Class Honours Degree in Advertising. She is the Head of Brand and Marketing for ABT Global overseeing all brands including BeautyandHairdressing.co.uk and ABT Insurance as well as Ireland's number one beauty industry event the Irish Beauty Show, which runs alongside our Irish Beauty News and Events website. She assists not only with our internal brands but also with clients' own marketing ensuring they get the most from the services we provide to maximise their brands' marketing potential.

PROMOTE YOUR BRAND WITH US

BeautyandHairdressing.co.uk offers many different options for your online advertising presence within the UK beauty and hair sectors. Our aim is to deliver flexible options that can help maximise digital exposure from your marketing budget.

Native Advertorials

Positioned within the daily news feed and Featured News sections of BeautyandHairdressing.co.uk, native advertorials allow you to promote your brand, product or service in more depth than a banner or tower advert. 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 News Feed Ads

Our constantly changing News Stream ensures website visitors scroll down the Home Page, and 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.

Header Banner

Choose our Header Banner option on the Home Page to ensure maximum exposure. This static position ensures your advertisement is displayed every time the Home Page is loaded.

Banner Adverts

Two rotating positions for Banner Adverts are available on our Home Page 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.

Side Bar Buttons/
Tower Adverts

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.

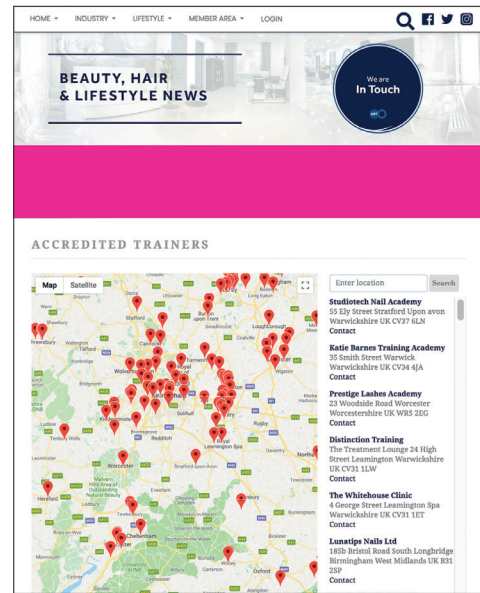
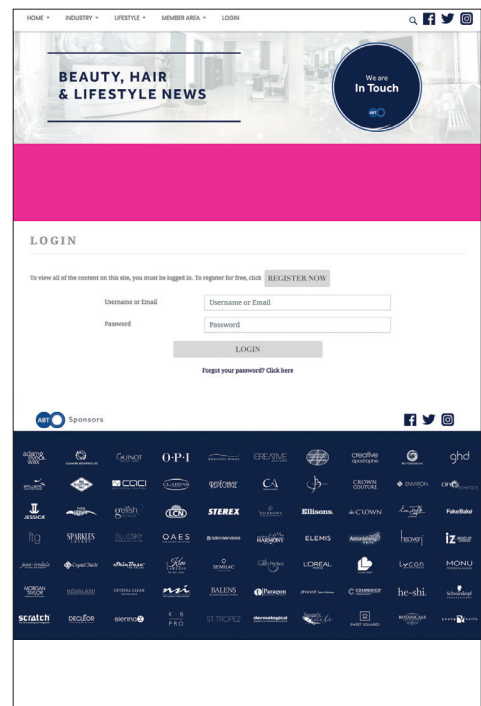
Banner/Footer
Adverts

[illegible]



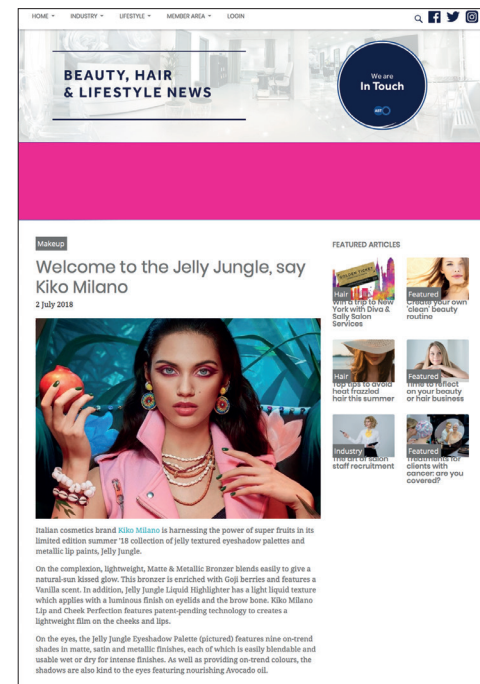
ADDITIONAL ADVERT POSITIONS:

Log in / Registration page: Header Advert Position (static)

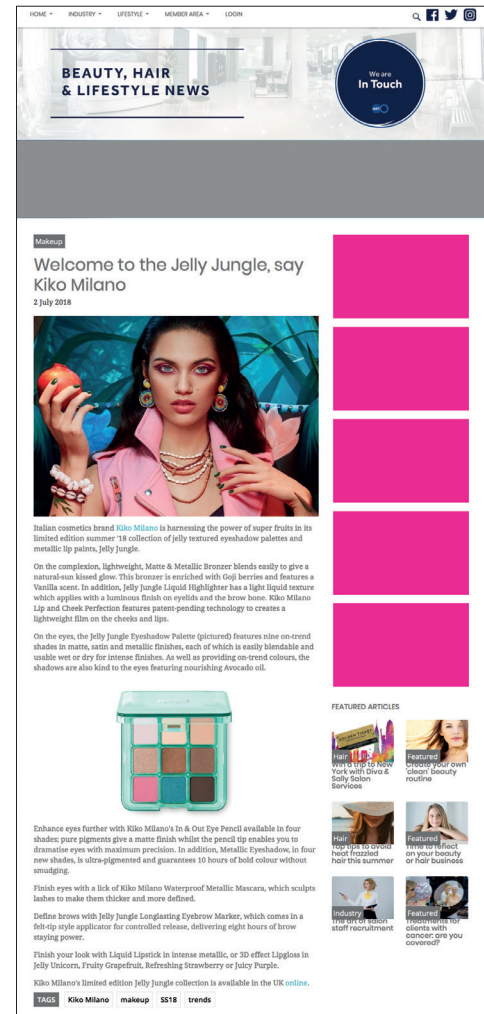


Accredited Trainers and Salon Finder: Header Advert Position (rotating)

News pages: Header Advert Position (rotating)



News pages: Side Bar Buttons / Tower Adverts



News pages: Banner Adverts





Do you have a beauty or hair treatment that you would like to promote to industry professionals and students through step-by-step video tutorials?

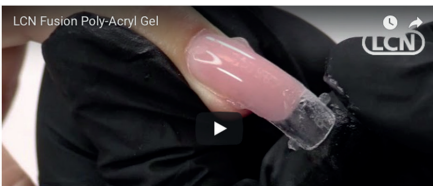
You also have the option of supporting your video tutorial with Header Banner advertising on your dedicated Treatment of the Month page.

HOME ▾
INDUSTRY ▾
LIFESTYLE ▾
MEMBER AREA ▾
LOGIN

BEAUTY, HAIR & LIFESTYLE NEWS

We are
In Touch

TREATMENT OF THE MONTH



...und die Form auf den Nagel drücken /
...and press the form on the nail

LCN Fusion Poly-Acryl Gel Nail Enhancements

Nail brand LCN have launched Fusion Poly-Acryl Gel, a new nail enhancement system that combines the advantages of acrylic and gel systems into one, innovative easy to use product.

Available in five colours, LCN Fusion Poly-Acryl Gel is cured under LED light and produces no odour associated with traditional nail enhancement systems.

The Poly-Acryl Gel is placed within a Dual Form tip mould which is then applied to the nail before curing. The tip mould is then removed, leaving the solid tip attached to the nail. The tip is then buffed and filed, and sealed before a final cure.

Fusion Poly-Acryl enhancements are stronger than gel and more flexible than acrylic.

For more information on LCN Fusion Poly-Acryl Gel visit www.beautyconcepts.co.uk

Sponsors

HOME

LIFESTYLE

INDUSTRY

MEMBERS

All Body Brows Featured Festive Hair Holistic Industry Lashes Lifestyle Makeup More

BEAUTY, HAIR & LIFESTYLE NEWS

Beauti In Touch

Hello,

It's June and here at [Beautyandhairdressing.co.uk](#) we're loving 2018's summer trends. Whether it's neon nails, metallic shades of hair colour or fresh-faced sun-kissed complexions, we're embracing all that's hot for summer 2018.

POPULAR NEWS STORIES

Dermatologica launch anti-ageing BioLumin Serum
Skin experts Dermatologica are set to launch the latest addition to their AGE Smart line. BioLumin-C Serum is a high performance anti-aging skin serum which brightens and firms.

Nadia Essex reveals she's a CACI Synergy fan
Lady Nadia Essex, relationship expert on Channel 4's Celebs Go Dating, has revealed her anti-ageing beauty secret: the CACI Synergy Non-Durgical facial toning treatment.

Subscribe to the Latest Beauty and Hair News for Free

FEATURED ARTICLES

How's your 2018 going?
ABT's Dave Horton says that now is the time for salons, therapists and headressors to take stock of 2018 so far and prepare for next year!

The art of salon staff recruitment
Business expert and beauty trainer Marie Louise Coster considers the best way to attract good staff to your salon business.

ABT

Because of the way we capture our compliant data, we are able to dissect our database using several criteria including:

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

- Header Advert Position
- Banner Adverts
- Native News Feed Ads
- Native Advertorials



HOW TO CONTACT US

SHARE YOUR BEAUTY & HAIR NEWS

Add us to your media email lists to ensure we receive every press release issued about your company / brand:

Contact: Melissa Dennis **Email:** Melissa@BeautyandHairdressing.co.uk **M:** 07948 421 284

GET YOUR BRAND SEEN

Find out more about advertising opportunities with BeautyandHairdressing.co.uk:

Contact: Glynn Sherwood **Email:** glynn@avalanchemediastudios.com **T:** 01332 742679
M: 07976 641896

MARKETING & SPONSORSHIP OPPORTUNITIES

Discuss how BeautyandHairdressing.co.uk can raise the profile of your beauty or hair brand:

Contact: Amelia Black **Email:** Amelia@BeautyandHairdressing.co.uk **T:** 01789 773573

ACCREDIT YOUR TRAINING COURSE WITH ABT

Ensure your training courses are making the grade with ABT Accredited Training Provider status:

Contact: Tamzin Horton **Email:** Tamzin@abtinsurance.co.uk


General Enquiries


Email: info@BeautyandHairdressing.co.uk **T:** 01789 773573


BeautyandHairdressing.co.uk, ABT, The Courtyard, Wixford Park, George's Elm Lane,

Bidford on Avon, Warwickshire, B50 4JS, United Kingdom



 /AssociatedBeautyInsurance

 /abt_insurance

 /abtinsurance

We are
In Touch

ABT



**Associated
Beauty Therapists**

Membership | Accreditation | Insurance