

# guildgazette

MEDIA PACK

The Complete Print & Digital Advertising Solution

**guildgazette**  
September/October 2016 (£5) The Magazine Of The Guild Of Professional Beauty Therapists  
www.beautyguild.com

**Inside This Issue**  
Something In The Water  
Micellar Water  
Next Generation  
Beauty Press Hours  
Multiple Horizons  
For Caring

**ALL EYES ON BROWS**

theguild  
of Beauty Therapists

**guildgazette**  
March/April 2016 The Magazine Of The Guild Of Professional Beauty Therapists  
www.beautyguild.com

**NEW**

CND **SPA COLLECTION**

**Inside This Issue**  
Fake Britain  
Genuine Beauty Campaign  
Guild Awards of Excellence 2016  
Shortlist Revealed  
Dress The Part  
Salon Uniforms

theguild  
of Beauty Therapists

**guildgazette**  
November/December 2016 The Magazine Of The Guild Of Professional Beauty Therapists  
www.beautyguild.com

**THE ROMANTIC GOTHIC COLLECTION**

**Inside This Issue**  
Baby It's Cold Outside  
Winter Beauty  
Tread & Tread  
Christmas Social  
Backstage Beauty  
2016 Street  
Photography  
Multiple Horizons  
Lashes Therapy

theguild  
of Beauty Therapists

**guildgazette**  
September/October 2015 The Magazine Of The Guild Of Professional Beauty Therapists  
www.beautyguild.com

**Inside This Issue**  
Waxing Lyrical  
Intimate Waxing  
You've Got Male  
Male Grooming  
Holistic Horizons  
Shatsu  
Breast Cancer  
Awareness  
Help Nail Breast  
Cancer

**NEW overnight retinol repair**  
customisable retinol therapy to reverse the signs of skin ageing

theguild  
of Beauty Therapists

**guildgazette**  
July/August 2016 (£5.95) The Magazine Of The Guild Of Professional Beauty Therapists  
www.beautyguild.com

**Inside This Issue**  
Guild Goes Glamming  
Festival Beauty  
Guild Awards of Excellence  
Hall Of Fame 2016  
Get One Step Ahead  
GTI Foot Reflexology

At Dermalogica, we read skin.  
That's what we do. It's what we're experts in.

dermalogica

theguild  
of Beauty Therapists

**guildg@zette**  
August 2016 The Digital Magazine Of The Guild Of Professional Beauty Therapists  
www.beautyguild.com

Discover the **NEW Evo Gel** by Bio Sculpture

**Inside This Issue**  
Something In The Water  
Micellar Water  
Holistic Horizons  
Ear Caring  
Great Guild Giveaway  
Win Fantastic Prizes

EXPERIENCE THE DIFFERENCE

theguild  
of Beauty Therapists

The UK's Highest Circulation Trade Magazine For Fully Qualified & Insured Beauty Professionals

# Company Overview

Nobody understands the professional beauty industry better than The Guild, which is why we are the biggest professional beauty trade body in the UK and the largest insurance provider. Established for over 20 years, The Guild has almost 10,000 members who are all fully qualified beauty and holistic therapists, hairdressers and nail technicians.

Our media platforms offer the complete print and digital advertising solution:

- Guild Gazette, is the highest circulation trade magazine in the UK and is a trusted source of information for fully qualified and insured beauty therapists.
- Beautyguild.com is the most viewed website in the professional beauty industry, with over 80,000 unique visitors a month.
- We have an e-mail database of over 57,000 registered beauty professionals.
- Guild G@zette Digital allows advertisers to bring their marketing activity to life with clickable web links, advert animation and pop-up videos.
- Our social media channels have over 35,000 followers
- The Guild of Beauty Therapist are impartial, as we are not affiliated to any trade shows.
- Since they were first introduced in 1995, The Guild's Survey Reports have provided the industry with its only regular and reliable source of marketing data. Our survey reports are purchased regularly by all the top suppliers who use the information they contain to prepare and adapt their business and marketing strategies.



Please e-mail [marketing@beautyguild.com](mailto:marketing@beautyguild.com) today to discover how we can help your business achieve your Marketing and PR objectives.



# Guild Gazette

## Circulation & Readership

TOTAL CIRCULATION:

# 22,560

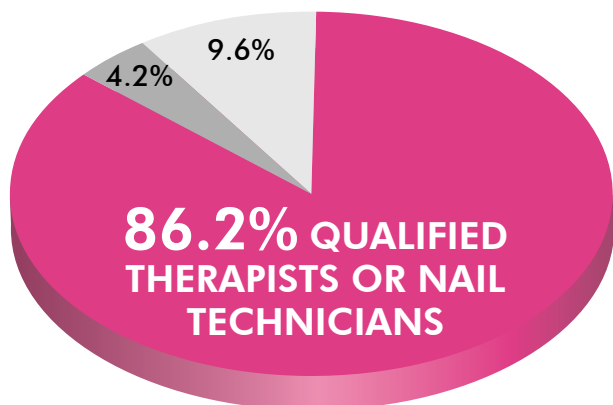
PRINTED CIRCULATION | DIGITAL SUBSCRIBERS

# 17,520 | 5,040

Circulation figures verified by Audit Bureau of Circulation (ABC) in Oct 2016. Please email [marketing@beautyguild.com](mailto:marketing@beautyguild.com) to request a copy of the ABC certificate

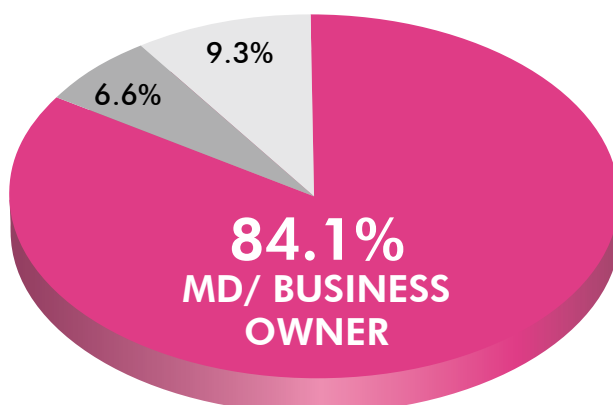
All Guild Gazette readers are Guild members, or qualified therapists and nail technicians that have been individually telephoned by our membership team within the last 18 months.

### READERS BY PROFESSIONAL STATUS



- Qualified Therapists or Nail Technicians
- Not Qualified / Studying
- Qualified Trainer

### READERS BY JOB ROLE



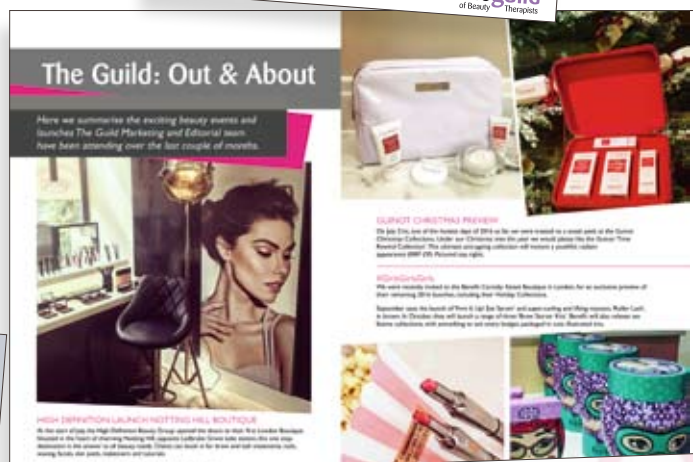
- MD / Business Owner
- Trainer
- Therapist or Nail Technician





# Regular Features

- **Out & About:** Beauty Events & Launches
- **Tried & Tested:** Product Reviews
- **BEautiful:** Treatment Reviews
- **Spotlight Spa:** Beauty Destination Reviews
- **Guild Social Hub:** Members Questions Answered
- **Professional Panel:** Industry Experts Debate Hot Topics Of The Moment
- **Career Profile:** The Guild Interviews A Leading Figure In The Professional Beauty Industry
- **Market Research:** Key Guild Survey Findings
- **School Report:** Latest Developments & Successes From Guild Accredited Schools
- **Holistic Horizons:** Alternative Therapy



### There's Something In The Water

Micellar Water, by Rose Pantone

*Micellar water, you've probably heard of it. If not, where have you been hiding? It is the latest skincare product to take the beauty world by storm, with some claiming it's a total miracle.*

Whit's it may have only just taken off in the UK, micellar water has been widely available in French pharmacies for many years. It was designed in order to help Parisians deal with the harsh water supply in France which was harmful for the skin. The name 'micellar' comes from the word 'micelle', which is a cluster of molecules that form a spherical shape. These molecules are arranged in a spherical form in aqueous solutions. To you and me, this means any kind of cleaning molecules that float in water.

It may only look like a bottle of water but there's a lot of magic going on inside. Once the water is applied to the skin, the molecules attach to the dirt, grease, makeup and other gunk on the skin and dissolve it, leaving you with fresh clean skin with no need to rinse. Whit's a lot of other soaps and cleansers may strip your skin of its natural oils, micellar water is gentle on the face, dissolving the dirt, and leaving the good. The great thing about micellar water is that it's a cleanser, makeup remover, toner & moisturiser all in one, so it can take your clients a great deal of time when it comes to their skincare regimen.

So how do you use it? Micellar water can be used any time of day, whether you wish to cleanse your face, remove makeup or just freshen up your skin. Simply place the water on a cotton pad and sweep over your face, neck and décolletage, paying special attention to the eye and lip areas when removing makeup. The only micellar water doesn't need any water to work, so no rinsing is required.

Here we talk about some of our favourite micellar products you could be stocking your salon or spa:

**Guinot Eau Démaquillante Micellaire**  
Eau Démaquillante Micellaire is a one-step, multi-purpose cleansing water which is the perfect product for clients on-the-go jet-setters or even those who are introducing themselves to professional skincare.

Use one application, morning and night, and the perfect combination of White Lily Bulb Extract and Citrus to hydrate and strengthen the skin. Eau Démaquillante Micellaire is the perfect traveling companion suitable for all skin types, including sensitive skin.

White Lily Bulb Extract softens and soothes whilst protecting the skin thanks to its multiple vitamins and high concentration of Flavonoids, Aloë Vera Extract soothes the softness and elasticity of the skin.

RRP £23.00  
uk.guinot.com

**ELEMIS Smart Cleanse Micellar Water**  
The refreshing and clarifying micellar water quickly and effectively cleanses the skin, removing makeup and the daily build up of skin pollutants. Naturally, it is similar to a tonic, but makes no mistake - this is an infinitely powerful cleanser which will strip dirt, grease and oil, drawing out impurities without drying out the skin. Perfect for double cleansing or cleansing on the go.

The cleansing micelles are enhanced with a complex of natural substances such as Apple amino acids, Raspberry Seed oil and Indian Sarsaparil which help to lift impurities from the skin, infused with delicately-scented English Rose water and anti-oxidant-rich Chamomile, the gentleness of the Smart Cleanse Micellar water makes it particularly suited to sensitive skin. Skin is cleansed, whilst the natural moisture barrier is maintained to reveal a clear, radiant complexion.

RRP £24.00  
elemis.com

# Features List For 2017

## January/February

**COPY DEADLINE - 18TH NOVEMBER 2016**

- **Launch Of The Guild Awards Of Excellence 2017**
- **Brushing Up:** Makeup & Nail Art Brushes
- **You're Hired:** Tips For Interview Success
- **Dry January:** How To Hydrate Skin In Winter Months
- **The Best Of British:** Home Grown Beauty
- **Holistic Horizons:** Hot Stone Massage
- **Surveys:** Skincare  
Online Beauty Services

## March/April

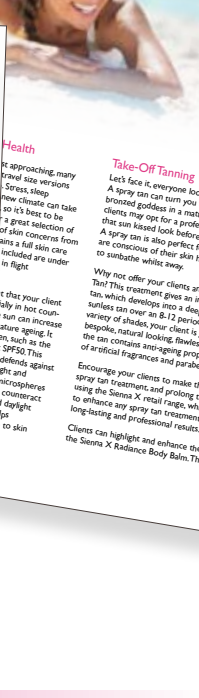
**COPY DEADLINE - 13TH JANUARY 2017**

- **Guild Awards Shortlist Revealed**
- **Guilt Free Beauty:** Cruelty Free Products
- **High Maintenance:** The Importance Of Post Treatment Maintenance
- **Multi-Masking:** Treating Combination Skin
- **Fuzz Free:** Hair Removal
- **Holistic Horizons:** Indian Head Massage
- **Surveys:** Waxing  
Gel Nails

## May/June

**COPY DEADLINE - 17TH MARCH 2017**

- **Guild Awards Of Excellence Winners Revealed**
- **Desert Island Beauty:** Guild Team Reveal Their Hero Products
- **Beauty Trend Forecasting:** Trends From LFW
- **Tantalising:** Fake Tan
- **Open Your Eyes To GTI:** Lash & Brow Treatments
- **Holistic Horizons:** Bowen Technique
- **Surveys:** Tanning  
Holistics





# Features List For 2017

## July/August

**COPY DEADLINE - 26TH MAY 2017**

- **Guild Hall Of Fame:** Photos Of Guild Awards Of Excellence Winners
- **Fast Track Beauty:** Quick Fix Beauty Solutions
- **SPF Saviours:** Don't Get Burnt
- **Destination Beauty:** Packing Essentials For The Perfect Getaway
- **Summer Loving:** The Guild Recommends
- **Holistic Horizons:** Japanese Holistic Facial
- **Surveys:** Natural Nails Training



## September/October

**COPY DEADLINE - 21ST JULY 2017**

- **Backstage Access:** How Your Beauty Talents Can Take You To LFW
- **Finishing Touches:** How To Make Your Beauty Business Stand Out From The Crowd
- **Online Treatment Booking Systems:** Solutions For Your Business
- **Nail Breast Cancer:** How You Can Help
- **Train & Gain:** Latest Courses
- **Holistic Horizons:** Seated Meridian Acupressure
- **Surveys:** Eyebrow Treatments Wholesalers



## November/December

**COPY DEADLINE - 22ND SEPTEMBER 2017**

- **Leave The Red Nose To Rudolph:** Addressing Skin Sensitivity
- **The Flash Pack:** Trends From LFW
- **Christmas Crackers:** Christmas Retail
- **You Are What You Eat:** The Link Between Diet & Skin Health
- **The Festive Season Nailed:** Christmas Nail Art
- **Holistic Horizons:** Crystal Therapy
- **Surveys:** Gel Nails Lashes



Please note that this features list is subject to change, but will be adhered to as closely as possible. If you have any specific articles that you would like us to consider for 2017 that are not listed here, please e-mail [rebecca@beautyguild.com](mailto:rebecca@beautyguild.com) and we will try to accommodate.

# Guild Gazette Printed Magazine

Guild Gazette is the UK's highest circulation trade magazine for fully qualified & insured beauty professionals.

Each issue is written and edited exclusively by The Guild Team who have years of experience and are passionate about the professional beauty industry.

Our much loved trade magazine is a trusted source of information for industry professionals looking to source new ideas and advice for their beauty businesses.



## Guild Gazette Rate Card

Size of Advert	Single Insertion	Series of 3	Series of 6
Double Page Spread	£2,500	£2,250	£1,995
Single Page	£1,800	£1,650	£1,495
Half Page	£1,100	£1,000	£895
Quarter Page	£700	£650	£595
Back Cover	£2,000	£1,850	£1,695
<b>Special Positions</b>			
Front Cover	£2,995		

(All prices are exclusive of VAT)

## Advertising specifications

Size of Advert	Height	Width
Double Page Spread	245 mm	340 mm
Single Page	245 mm	170 mm
Half Page Portrait	232 mm	75 mm
Half Page Landscape	114 mm	154 mm
Quarter Page	114 mm	75 mm
Back Cover	245 mm	170 mm
<b>Special Positions</b>		
Front Cover	245 mm	170 mm

(Please provide artwork as either a Tiff, PDF or JPG. All artwork must be 300 dpi or higher with a 3mm bleed.)

For further information about advertising in the Guild Gazette or to submit your artwork, please e-mail [rebecca@beautyguild.com](mailto:rebecca@beautyguild.com)



# Guild G@zette Digital Digital Magazine

Due to the popularity and increased demand for Guild Gazette, in June 2016 we launched a new digital version, which is free to our 15,500 Guild Members and Subscribers. Guild G@zette Digital is exclusively available via our new app for smartphones and tablets.

Guild G@zette Digital has already been a hit with many of our advertisers and Guild Accredited schools who have placed adverts throughout the new online magazine which can also include links to their own websites and highlight new products and services. Our digital magazine means adverts can be brought to life with exciting interactive content such as videos, pop-ups, animated artwork and clickable web links. We can also offer static skyscraper adverts which occupy the area either side of the magazine when viewed on PC or tablet.

## Guild G@zette Digital Rate Card

Size of Advert	Single Insertion	Series of 3	Series of 6
Single Page	£900	£750	£600
Half Page	£550	£450	£350
Quarter Page	£350	£300	£250
Special Positions			
Front Cover	£1,250		
Skyscraper Adverts	£495		

(All prices are exclusive of VAT)

Please see previous page for artwork sizes and specifications





# The Guild App

Our Guild App has proved to be very popular with Guild members and subscribers. Since its launch in June 2016 the App has been viewed over 18,000 times on smartphones and tablet devices.

The App was created due to a high demand for Guild Gazette magazine. On the App members can read both Guild Gazette and our new magazine Guild G@zette Digital, meaning members can now get their beauty fix 12 times a year. The App can be downloaded for free from the Apple and Google stores, simply by searching 'Guild Gazette Magazine' in the relevant App store. Guild Members can also read Guild Gazette and Guild G@zette Digital on their PCs and laptops by logging into their account on Beautyguild.com. We offer two advertising opportunities on the App which are splash pages and banner adverts.

## The Guild App Rate Card

Type of Advert	Size Of Advert (PPI)	Single Insertion
Splash Page	786 Pixels Wide x 1034 Pixels High	£1,250
Footer Banner	1378 Pixels Wide x 300 Pixels High	£795

(All prices are exclusive of VAT)

(Please provide artwork as a JPG. All artwork must be 72dpi)



# Beautyguild.com Website Advertising

Beautyguild.com has  
**OVER  
80,000**  
unique visitors a month.



Beautyguild.com is the website of choice for beauty and holistic professionals. With over 80,000 unique visitors per month, beautyguild.com is one of the most popular beauty websites in the UK.

We offer advertising opportunities on beautyguild.com to suit industry leaders and members alike. For an additional cost we can also offer for a bespoke inhouse design service through our marketing and advertising team, to help your advert gain maximum impact.

We also provide monthly performance reports for banner and button advertising.

## Web Advertising Rate card

Banner and button advertising opportunities on our site:

Website Advertising	Cost Per Month				
	1 Month	2 Months	3 Months	6 Months	12 Months
Banner (275 x 200 pixels)	£795	£695	£595	-	-
Button (135 x 100 pixels)	£399	-	£299	£249	£199

(All prices are exclusive of VAT)

# E-mail & Social Media Services

With online and social media regarded as a crucial part of a business, it is important to keep your online presence current and fresh, plus online advertising is one of the most cost effective ways to get your business seen.

As part of your advertising package we can offer you an online presence tailor made to suit your business, saving you time so you can concentrate on your company whilst getting your brand noticed.


We also provide performance reports for email advertising and social media activities.

## E-mail Advertising

We have over 57,000 registered users on the beautyguild.com database. This enables us to send out a single bespoke e-mail on your behalf to everyone on our database for £750 + VAT. If you are able to commit to a series of 6 e-shots over a 12 month period, we will only charge you £500 + VAT per e-shot. We are also able to offer HTML design services for an additional cost if required.

## Social Media

The Guild of Beauty Therapists have over 35,000 social media followers. If you would like to view our main social media pages, get inspired about advertising through this medium and see how this advertising opportunity could work for you, please see the handles for our main accounts below:

 @beautyguild  
22,100 Followers

 Guild of Beauty Therapists  
9,750 Followers

 @beautyguildofficial  
2,456 Followers



Series advertisers will be supported with editorial support on our social media channels and with complimentary social media competitions.

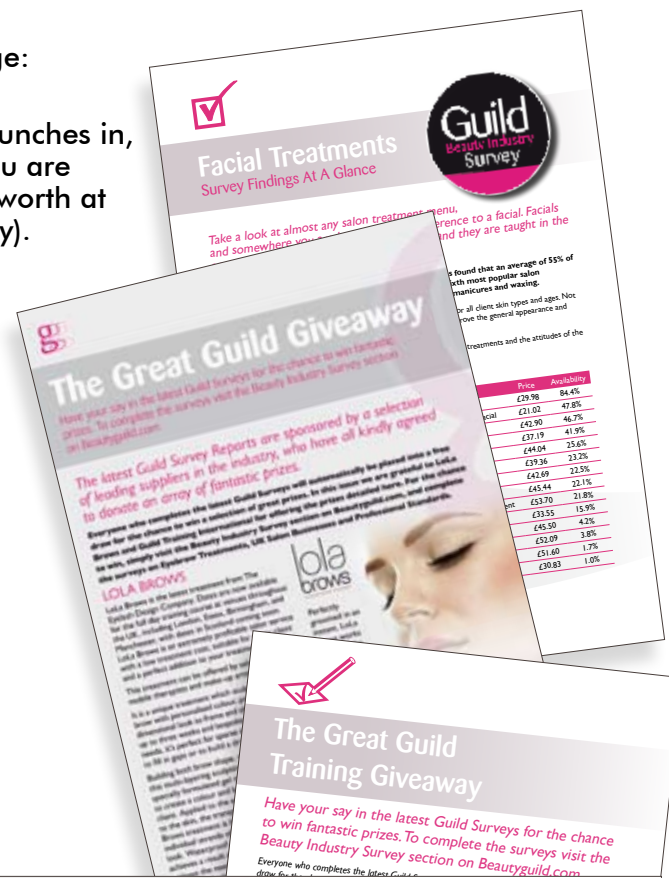


# Survey Sponsorship Opportunities

Since they were first introduced in 1995, the Guild's Survey Reports have provided the industry with its only regular and reliable source of marketing data. Our survey reports are purchased regularly by all the top suppliers who use the information they contain to prepare and adapt their business and marketing strategies.

As a survey sponsor you would receive the following package:

- Full page in the issue of Guild Gazette that the survey launches in, promoting your company and the products or services you are offering as prizes (sponsors should please donate prizes worth at least £500 to incentivise therapists to complete the survey).
- Your own private market research question included in the survey questionnaire.
- All surveys that are published throughout the year (a new survey which focuses on a different area of the beauty industry is commissioned every 2 months).
- A news story about your sponsorship of the survey on beautyguild.com which has over 80,000 unique visitors a month.
- A news story about your sponsorship of the survey in our beautyguild e-mail bulletin which is sent out to 57,000 beauty professionals.
- Posts about your sponsorship of the survey on our social media channels, which have over 35,000 followers.
- Your own company branding in the issue of Guild Gazette when the headline results are published and the prize winners announced.



Survey sponsorship costs  
**£1,950 + VAT.**

The Guild 2017 survey schedule is available on [beautyguild.com](http://beautyguild.com)



**The Great Guild Giveaway**

Have your say in the latest Guild Surveys for the chance to win fantastic prizes. To complete the surveys visit the Beauty Industry Survey section on BeautyGuild.com

Everyone who completes the latest Guild Surveys will automatically be placed into a free draw for the chance to win a selection of great prizes. In this issue we are grateful to Dermalogica and OPI for offering the prizes described below. For the chance to win, simply visit the Beauty Industry Survey section on BeautyGuild.com and complete the surveys on Facial Treatments and Manual Hair Care.

**DERMATOLOGICA**

Dermalogica is the number one choice of skin care professionals and consumers worldwide. With the Dermalogica survey begins in 1986, the first of change in the industry arrived in Los Angeles, circa 1983. Jane Whitford, a renowned UK based skin therapist, was the American "beauty" industry recognized that combining skin and body therapy education was gradually non-existent in the UK. While the UK based training had been comprehensive and serious, UK students missed the industry standard of education, and many under-qualified.

One year for education in action, opening a small classroom in California called The International Dermal Institute (IDI). She invited licensed skin therapists to get hands-on with the program, allowing, an initial in making their competitive in the business. Today, IDI is considered the international gold standard for program where skin and body therapy training with 21 lessons worldwide.

While waiting in IDI, it didn't take long for Jane to realize she needed the underlying tool for skin health as opposed to "beauty" as the standard hair care. And in 1986, Dermalogica was born. The answer was clear - a product line free of common irritants and only including ingredients that would improve skin health, and free from any irritants under the advice of a skin care professional trained at the IDI.

Dermalogica are now proud to sponsor OPI's amazing OPI Beauty Industry Survey on BeautyGuild.com. To find out more about Dermalogica please visit [www.dermalogica.co.uk](http://www.dermalogica.co.uk)

**OPI**

From what makes every woman be the envy of the consumers and beauty professionals that only use their products, OPI is a company that people feel passionately about.

Since its emergence in 1965 as a small startup cosmetic supplier with the name OPIcosmetics, Products Inc., the company we love today as OPI has grown into a global market leader in the world of beauty, a trail blazer in the world of colour and a way for millions of women to feel beautiful and glamorous every day.

Throughout the decades, OPI has grown through its constant giving, significance and increasing size of the industry staff by enhancing sales and making sure.

OPI continues to inspire professionals and their clients as the foundation of innovation with an exciting range of state-of-the-art quality products for hands, feet, and nails. OPI has been a great source of 30 years for its amazing product ideas, which means that many OPI products are welcome to the stage. Dedicated to professional beauty industry's beauty professionals and consumers, OPI is committed to consistently offering products of exceptional quality to consistently set new standards and trends, and to delivering the best results that the world has never to expect from the leader in professional nail care.

As a thank you for your valuable insights in The Guild Beauty Industry Survey, OPI will be offering 4 lucky winners measure and pedicure kits worth up to £35 each! Pedicure, measure and pedicure with Pedicure by OPI, bringing you hand quality care in an easy to use fast step system, incorporating anti-slip grip, ergonomic design, ergonomic grip, flexible and adjustable. Classic, classic and classic with Pedicure by OPI, a system of professional pedicure products designed to transform ordinary pedicure into an extraordinary one experience with natural nail conditioning and effective treatment.

For the chance to win please visit the Beauty Industry Survey section on BeautyGuild.com and complete the latest surveys. To find out more about OPI please visit [www.opi.com](http://www.opi.com)

# Contact Us

## We Would ❤️ To Hear From You!

Guild Gazette is written and edited exclusively by the Guild Team who have years of experience and are passionate about the professional beauty industry. Please give one of our friendly team a call today to talk about how The Guild Of Beauty Therapists can help you achieve your Marketing and PR objectives.

### Rebecca Archer

Editor & Marketing Manager

Please send press samples and event invites for Rebecca to:

London Office,  
92 Cedars Road,  
Clapham Common,  
London,  
SW4 0QB

07968 779 997

rebecca@beautyguild.com



### Rose Panton

Marketing & Editorial Assistant

Please send press samples and event invites for Rose to:

Guild House,  
320 Burton Road,  
Derby,  
DE23 6AF

07792 874 316

rose@beautyguild.com



### Karen Pinkney

Senior Designer

0845 2177 382

karen@beautyguild.com

