

guildgazette

MEDIA PACK

The Complete Print & Digital Advertising Solution



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 over 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. Guild G@zette Digital has a reach of 57,000 beauty professionals.
- Our social media channels have almost 40,000 followers.
- The Guild of Beauty Therapists 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 today to discover how we can help your business achieve your Marketing and PR objectives.





Guild Gazette

Circulation & Readership

TOTAL CIRCULATION:

24,717

PRINTED CIRCULATION | DIGITAL SUBSCRIBERS

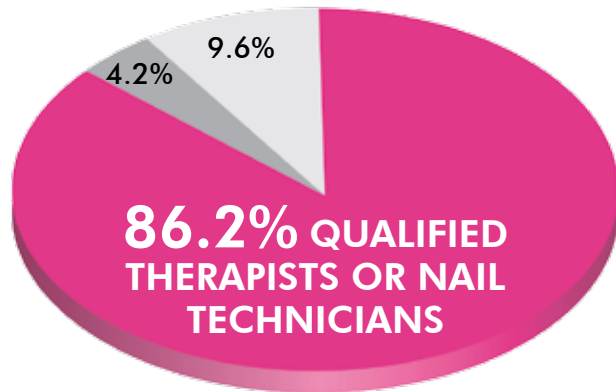
18,638 | 6,079

Average circulation figures per issue verified by Audit Bureau of Circulation (ABC) in 2017.



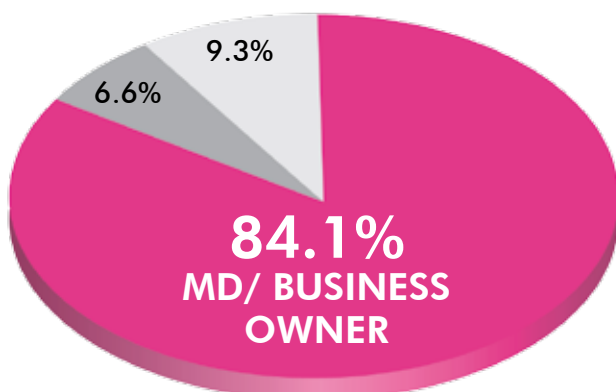
All Guild Gazette readers are Guild Members, or qualified therapists and nail technicians, who have been individually verified by our membership team.

READERS BY PROFESSIONAL STATUS



- Qualified Therapists or Nail Technicians
- Studying / Training
- 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
- **The Spa [Edit]:** The Latest Global Spa & Wellness News
- **Ask The Guild:** 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



- THE - SPA [EDIT]



It was recently reported by the Global Wellness Economy Monitor Report that spas account for £79 billion of the global wellness economy. It's no lie that the spa industry is booming; the same Global Wellness Economy Monitor Report found that the international wellness industry grew 10.6% to £2.97 trillion between 2013 and 2015, making it one of the world's fastest growing markets.

The Spa [EDIT] brings you the latest global spa and wellness news in every issue of Guild Gazette. Covering everything from Boutique Spa Hotels in London to Ayurvedic Retreats in Sri Lanka, this section is guaranteed to provide inspiration for your brand and deliver ideas for spa destinations with whom you may wish to partner with in the future. New destination spa, treatment and product reviews are offered complimentary to Guild Gazette series advertisers.

If your brand or client is not an advertiser, but would like to be considered for an extensive four page spa review, a complimentary press stay will please need to be provided and we charge £1,250 + VAT.

If you have a spa that you would like us to review or a wellness topic which you would like us to investigate please e-mail: marketing@beautyguild.com.



Guild Gazette

2018 Features List

January/February

COPY DEADLINE - 17TH NOVEMBER 2017

- **Launch Of The Guild Awards Of Excellence 2018**
- **Beauty Unplugged:** Digital Detox
- **New Year New Job:** Starting Your Own Business
- **#ProjectCPD:** 2018 The Year Of Continuous Professional Development
- **Teetotal January:** Alcohol Free Skincare
- **Professional Skincare Survey**

March/April

COPY DEADLINE - 12TH JANUARY 2018

- **Guild Awards Shortlist Revealed**
- **Best Of British:** Home-Grown Beauty
- **The Outdated Shelfie:** When Your Beauty Products Should Be Taken Off The Shelf
- **Beauty Retailing Unplugged:** The Benefits Of An Offline Skin Prescription
- **Holistic Horizons:** The Indian Head Massage
- **Salon Uniform Survey**

May/June

COPY DEADLINE - 16TH MARCH 2018

- **Guild Awards Of Excellence:** Winners Revealed
- **Jet-Setting Essentials:** Holiday Essentials
- **Step Into The Future:** When Beauty Meets Science
- **Fuzz Free:** GTi Waxing Course
- **Holistic Horizons:** Reiki
- **Waxing Survey**



Guild Gazette

2018 Features List

July/August

COPY DEADLINE - 25TH MAY 2018

- **Guild Awards Hall Of Fame**
- **Glamping:** Post Festival Spa Breaks
- **Parisian Chic:** French Beauty Brands
- **Manscaping:** Modern Day Male Grooming
- **Holistic Horizons:** Body Massage
- **Tanning Survey**

September/October

COPY DEADLINE - 20TH JULY 2018

- **The Super Powers Of The Holistic Therapist**
- **Backstage Access:** How Your Beauty Talents Can Take You To LFW
- **Lady Garden Campaign For The Gynaecological Cancer Fund**
- **Flawless:** Make Up Artist Essentials
- **Organic Haven:** Removing Toxins, Parabens & Chemicals From Your Beauty Business
- **Wholesaler Survey**

November/December

COPY DEADLINE - 21ST SEPTEMBER 2018

- **Beauty Trend Predictions:** Hot Off The SS19 LFW Catwalk
- **Wrap Up Your Skin For Winter:** How To Protect Your Skin During The Colder Months
- **Fast Track Beauty:** Quick Fix Beauty Solutions
- **Winter Wonderland:** How To Retail This Holiday Season
- **And Breathe...:** Incorporating Meditation Into Your Treatment Menu
- **Gel Nails Survey**

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 2018 that are not listed here, please e-mail rebecca@beautyguild.com and we will try to accommodate.



Guild Gazette

Advertising Rates

The Guild Gazette ABC circulation certificate provides you with independent assurance that during 2017 it had an **average circulation of 24,717** copies per issue. This makes Guild Gazette the UK's highest circulation trade magazine for fully qualified and 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
Special Positions			
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
Special Positions		
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



Guild G@zette Digital Advertising Rates

Guild G@zette Digital is the UK's only established online magazine for the professional beauty industry. Each issue is read by over 57,000 beauty professionals.

Guild G@zette Digital is exclusively available via our app for smartphones and tablets. Guild G@zette Digital is popular with our advertisers and Guild Accredited schools who have placed adverts throughout the 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 page 8 for artwork sizes and specifications



Guild G@zette Digital Features List 2018

February

COPY DEADLINE: MONDAY 8TH JANUARY

- **Learn To Teach With GTi**
- **The V Word:** How Veganism Is Taking Over The World
- **You've Got Male:** The Rise Of The Male Spa Aficionado
- **Get One Step Ahead With GTi Foot Reflexology**

April

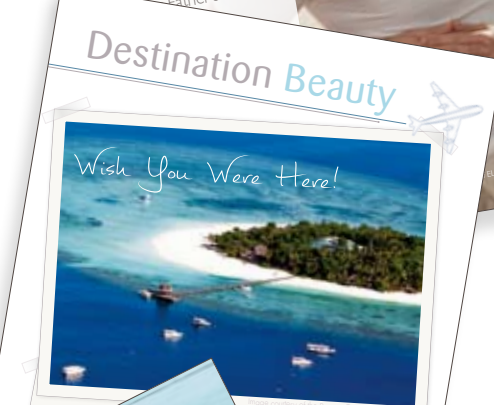
COPY DEADLINE: MONDAY 5TH MARCH

- **A Breath Of Fresh Air:** Oxygen Infused Products & Treatments
- **Contour Your Business**
- **Bare Faced Beauty:** How To Achieve The No-Makeup Makeup Look
- **Holistic Horizons:** GTi Ear Candling

June

COPY DEADLINE: FRIDAY 4TH MAY

- **Bloggers Favourite Beauty Products**
- **The Big Bush Debate:** The Changing Trends Of Pubic Hair
- **Tantalizing:** GTi Spray Tanning Course
- **Holistic Horizons:** Hot Stone Massage



Guild G@zette Digital Features List 2018

August

COPY DEADLINE: MONDAY 2ND JULY

- **Summer Skin Saviours**
- **Resting Beach Face:** Top Bronzing Products
- **Ice Queen:** The Top Purple & Silver Hair Products
- **Scentsational:** The Power Of Aromatherapy

October

COPY DEADLINE: MONDAY 3RD SEPTEMBER

- **Double, Double, Toil & Trouble:** Halloween Beauty
- **Hair & Skin SOS:** Oils, Masks, Tools, Brushes
- **GTi Health & Safety**
- **Holistic Horizons:** Crystal Therapy

December

COPY DEADLINE: FRIDAY 2ND NOVEMBER

- **Raise A Brow:** Brow Treatments
- **Global Beauty Trends:** Around The World In Ten Beauty Markets
- **Watch Your Back:** How To Look After Yourself Whilst Performing Treatments
- **Holistic Horizons:** Indian Head Massage

TRIED&TESTED
 Pippa Ward, The Guild's Marketing & Editorial Executive, reviews the latest and greatest retail products that you could be stocking in your salon or spa.

ELEMIS Pro-Collagen Marine Oil
 Oil is the latest addition to the fine range. The oil is formulated specifically chosen for their oil properties that support reduce the appearance of dry skin, as I'm sure every other with dry skin is! Therefore, I added 4 gently rubbed this into my face and completely vanished that then get from dry skin. It to stock in your salon or spa During the summer months skin feeling dehydrated and Encourage your clients to try skin with this product.



BEAUTY INDUSTRY SURVEYS
SUNLESS TANNING
 Sponsored by **sienna**

Have your say in the latest Guild Tanning Survey for the chance to win fantastic prizes from our survey sponsor, Sienna X. To complete the survey visit the 'Beauty Industry Survey' section on our website.

More Than A Mummy
 By Mummy Blogger, Sophie Simpson



I recently became a new mummy to a gorgeous baby boy called Reunah who's just turned 5 months old. I gave birth to Reunah by elective caesarian at 39 weeks due to potential complications if I went to full term. To say motherhood was a shock to the system is an understatement, especially when recovering from major abdominal surgery. I soon felt I wanted an outlet to share my stories and experiences with others, so decided to start a blog about it all, cue to the creation of whatsphees.com. My website is an honest and sometimes funny account of my experiences from breastfeeding to my c-section, but with an additional focus on all the things I loved before I became a mummy; beauty, wine, fashion and interiors.

VAMP IT UP
 In September, the City of London once again welcomed the glitz and glamour of Fashion Week. Guild's Creative Editor, Rebecca Arthur went backstage to report on the latest beauty, nail and hair trends to grace the catwalk.

LONDON FASHION WEEK




guildg@zette
 The Digital Magazine Of The Guild Of Professional Beauty Therapists
 April 2017

brighter eyes, unmasked

NEW!
 Dermatologist's first 4 in 1 eye masque

- + lifts
- + energises
- + brightens
- + de-puffs

Inside This Issue

- Eggcellent Beauty Treatments Without The Calories
- The Guild Awards Of Excellence 2017 Winners Revealed
- Spring Nail Trends Fingertip Forecast



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 2018 that are not listed here, please e-mail rebecca@beautyguild.com and we will try to accommodate.

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 (280 x 200 pixels)	£795	£695	£595	-	-
Button (135 x 100 pixels)	£399	-	£299	£249	£199
Skyscraper (138 x 318 pixels)	£795	£695	£595		

(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. We can arrange 24 hour social media take-overs for advertisers on request.

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 £950 + VAT. If you are able to commit to a series of 6 e-shots over a 12 month period, we will only charge you £750 + 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 almost 40,000 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
23,000 Followers

 Guild of Beauty Therapists
11,000 Followers

 @beautyguildofficial
4,000 Followers



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

Survey Sponsorship Opportunities

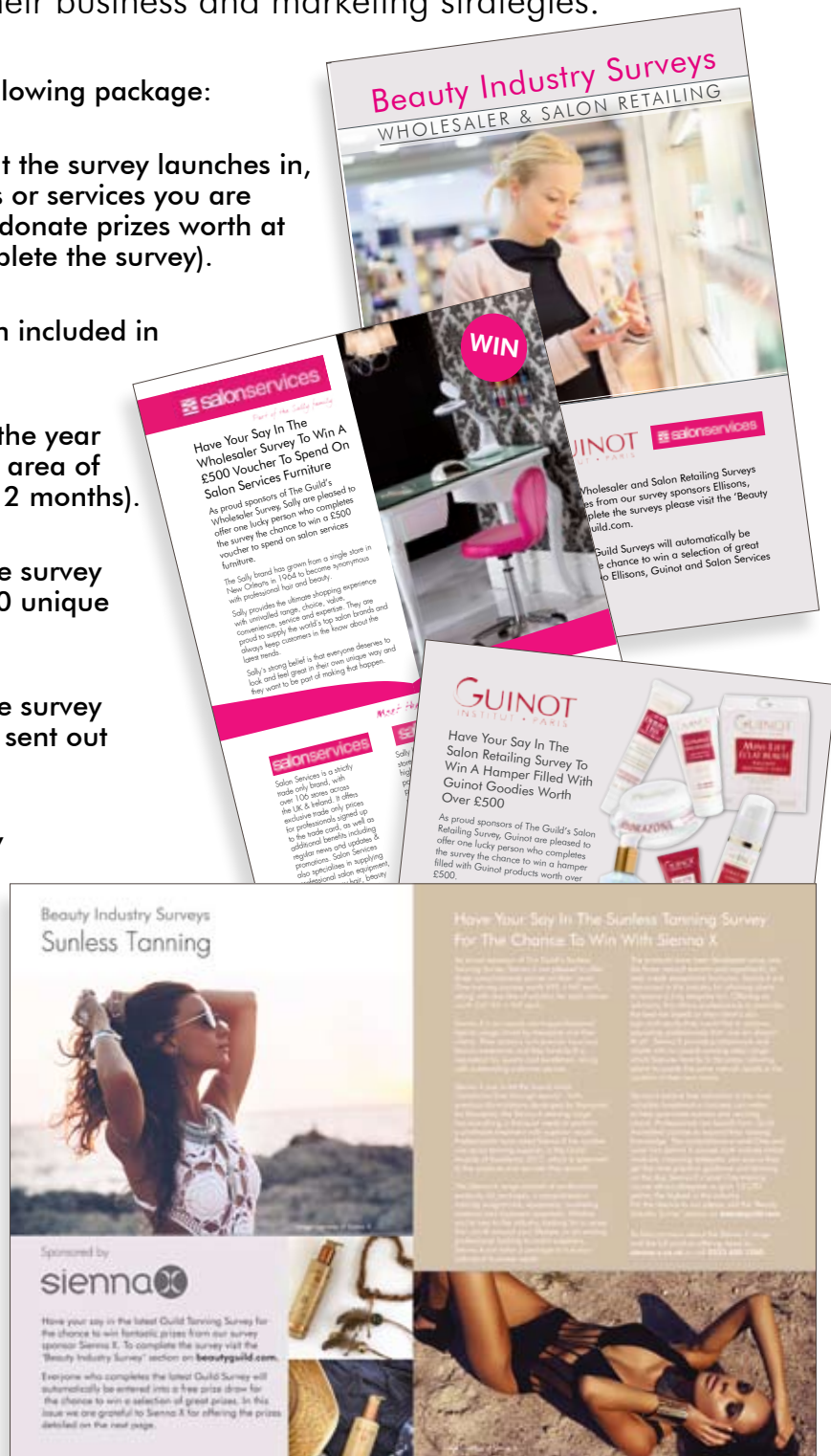
Since they were first introduced in 1995, the Guild's Survey Reports have provided the industry with its only regular and reliable source of marketing data. Our survey reports are purchased regularly by all the top suppliers who use the information they contain to prepare and adapt their business and 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 almost 40,000 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 2018 survey schedule is available on beautyguild.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



Pippa Ward

Marketing & Editorial Executive

Please send press samples and event invites for Pippa to:

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

07803 413 984

pippa@beautyguild.com



Karen Pinkney

Senior Designer

0845 2177 382

karen@beautyguild.com

