

beautyguild

MEDIA PACK 2021

The Complete Print & Digital
Advertising Solution



Beauty Guild Member Handbook 2021

ONE INVESTMENT YOU CAN'T AFFORD TO MISS!

The Beauty Guild know how hard the COVID-19 pandemic has hit the professional beauty, hair and wellbeing industry. For this reason we have decided to adapt our print offering in 2021.

No one can be sure what restrictions our industry will face tomorrow, so we understand that our advertising partners may struggle to commit to year-long print campaigns with Beauty Guild.

In response to the continuously changing guidelines for close contact services we have decided to replace our bi-monthly Guild Gazette print magazine with an annual Beauty Guild Membership Handbook, which will be posted throughout the year to an estimated 26,000 Guild Members who are all fully qualified and insured beauty professionals.

TRUSTED BY BEAUTY GUILD MEMBERS

The Beauty Guild Handbook will become our Members trusted go-to for all their insurance, training, product and treatment needs throughout the year.

The A4 handbook will be very premium and aspirational, something that members will be proud to display in their beauty businesses or on a coffee table in their homes.



Print Advertising Rates

BEAUTY GUILD MEMBER HANDBOOK 2021

Over the course of 2021 it is estimated that the Beauty Guild Membership Handbook will be distributed to over 26,000 fully qualified and insured Beauty Guild Members.

The Handbook will be written and edited exclusively by the Beauty Guild Team who have over 25 years of experience and are passionate about the professional beauty, hair and wellbeing industry. The Beauty Guild are a trusted source of information for industry professionals looking to source new ideas, suppliers and advice for their businesses.

ADVERTISING RATE CARD

Size of Advert	
Double Page A4	£2,995
Full Page A4	£1,995

(All prices are exclusive of VAT)



Reach over 26,000 fully qualified and insured beauty professionals in 2021

Artwork Specification

DOUBLE PAGE SPREAD

Please provide artwork as Adobe Print Ready PDF/X-1a with all image resolution at 300dpi with no crop marks. All colours CMYK with no SPOT colours. All FONTS embedded.

---- Trim Size: 297mm (H) x 420mm (W)

█ Bleed Size: 303mm (H) x 426mm (W)

⋯ Safe Type Area: 280mm (H) x 400mm (W)

█ Safe Binding Area: 297mm (H) x 20mm (W)



SPECIAL NOTE regarding the **Safe Binding Area** for DPS adverts at the front and back of the Beauty Guild Member Handbook 2021. This handbook is what's called 'perfect bound', so you have what is known as a hinge. The hinge is a 7mm wide area running down the spine edge of the front and back cover which is glued to the first and last pages. Due to the hinge, any text or image that falls within the 7mm either side of the centre strip area on the advert/spread will be lost.

Artwork Specification

SINGLE PAGE SPREAD

Please provide artwork as Adobe Print Ready PDF/X-1a with all image resolution at 300dpi with no crop marks. All colours CMYK with no SPOT colours. All FONTS embedded.

---- Trim Size: 297mm (H) x 210mm (W)

█ Bleed Size: 216mm (H) x 303mm (W)

..... Safe Type Area: 280mm (H) x 185mm (W)

the guild | of Beauty Therapists

Providing expert insurance cover for over 25 years

Nobody understands the professional beauty industry better than us, which is why Guild insurance has been the choice of top beauty professionals for so long.

Our expert cover protects you and your business when things don't quite go to plan.

Visit Beautyguild.com for an insurance quote and to join online.

beautyguild.com

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Beauty Guild Member Handbook 2021

BRAND DIRECTORY LISTING

Don't miss out on the opportunity to be listed in our A-Z Brand Directory in our Membership Handbook and on our website beautyguild.com until the end of December 2021! Brand Directory Listings are free to advertisers in the Beauty Guild Membership Handbook or cost £295 + VAT for non-advertisers.

You will also be able to choose one or more of the following search categories that are applicable to your brand; Anti-Ageing, Cosmetics, Equipment, Eyebrows, Eyelashes, Furniture, Hair Removal, Hairdressing & Barbering, Hygiene, Male Grooming, Nails, Skincare, Spa, Tanning, Training, Uniforms, Vegan Beauty Supplies, Waxing, Wholesaler.

THE LISTING WILL INCLUDE:

Quarter A4 Size

Brand name/Company logo —○

Website —○

Instagram Handle —○


Phone Number —○


Search categories —○

dermalogica[®]

 weare.dermalogica.co.uk

 [@dermalogiciauk](https://www.instagram.com/dermalogiciauk)

 **0800 917 7147**

 **EXPERTS IN:**
Anti-Ageing, Cosmetics, Male Grooming,
Skincare, Spa, Training

Dermalogica was founded by a skin therapist, so we know how to create custom skin care solutions that work – not just today, but for life. We offer professional-grade skin care education, products, and services to skin therapists and customers alike.

Are you a skin therapist interested in becoming part of the leading professional-grade skin care brand worldwide, the one most trusted, used and recommended by professional skin therapists? Fill out our enquiry form on our website and one of the tribe will be in contact with you.

A 100 word company description —○

Guild G@zette Digital

REACH OVER 51,000 BEAUTY PROFESSIONALS ONLINE EACH MONTH

Guild G@zette Digital is the UK's only established online magazine for the professional beauty industry. Each month Guild G@zette Digital is read by over 51,000 beauty, hair and wellbeing professionals.

Guild G@zette Digital is available exclusively on our app for smartphones and tablets, accessible through the Apple App Store and Google Play Store. Simply search "Guild Gazette" magazine in the relevant App Store. You can also read Guild G@zette Digital on beautyguild.com.

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.

In 2021, Guild G@zette Digital will be published monthly. Each issue is packed with the latest industry, reviews,

GUILD GAZETTE DIGITAL RATE CARD

Size of Advert	Single Insertion	Series of 3	Series of 6	Series of 12
Single Page	£900	£750	£600	£500
Half Page	£550	£450	£350	£250
Front Cover	£1,250			

(All prices are exclusive of VAT)



Contact Us

All Beauty Guild content is written and edited exclusively by the Beauty Guild Team who have over 25 years of experience and are passionate about the professional beauty, hair and wellbeing industry.

The Beauty Guild are a trusted source of information for industry professionals looking to source new ideas, suppliers and advice for their businesses.

Please e-mail our Editor & Marketing Director, Rebecca Archer today at rebecca@beautyguild.com to talk about how the Beauty Guild can help you achieve your Marketing & PR objectives.

the**guild** | of Beauty
Therapists