

SALON

PRODUCT GUIDE



2020 MEDIA KIT

PRINT CIRCULATION

104,718
2X PER YEAR

A PUBLICATION DESIGNED SPECIFICALLY FOR SALON
PROFESSIONALS TO AFFORDABLY SHOWCASE THE INDUSTRY'S
WIDE VARIETY OF PRODUCTS & SERVICES

FMM-MEDIA.COM/SALON-PRODUCT-GUIDE

SALON

PRODUCT GUIDE

THE
PROFESSIONAL
SALON'S
PREMIER
RESOURCE
FOR PRODUCT
& SERVICE
INFORMATION

MAKE AN IMPACT



104,718

Unique Salons
& Day Spas
2X per year

WHAT WE DO

Salon Product Guide™ (SPG) is a full size, “catalog-styled” and content driven product guide for Salons across the U.S. Designed to be kept, read, and used throughout its lifespan, it is a true resource for products and services. With a total circulation of over 104,000, SPG is designed to reach the largest number of buyers in the Salon industry without overwhelming them, over saturating them, or over charging you.

We **mail** to the each salon owner **by name** and have curated a specific list of salons and day spas for this purpose. A **digital copy** is also produced and **emailed** to our salon list and made available and archived for viewing on our website 24/7.

Our unique circulation methods will allow you to reach all qualified buyers at a fraction of the cost of traditional magazine advertising.

HOW

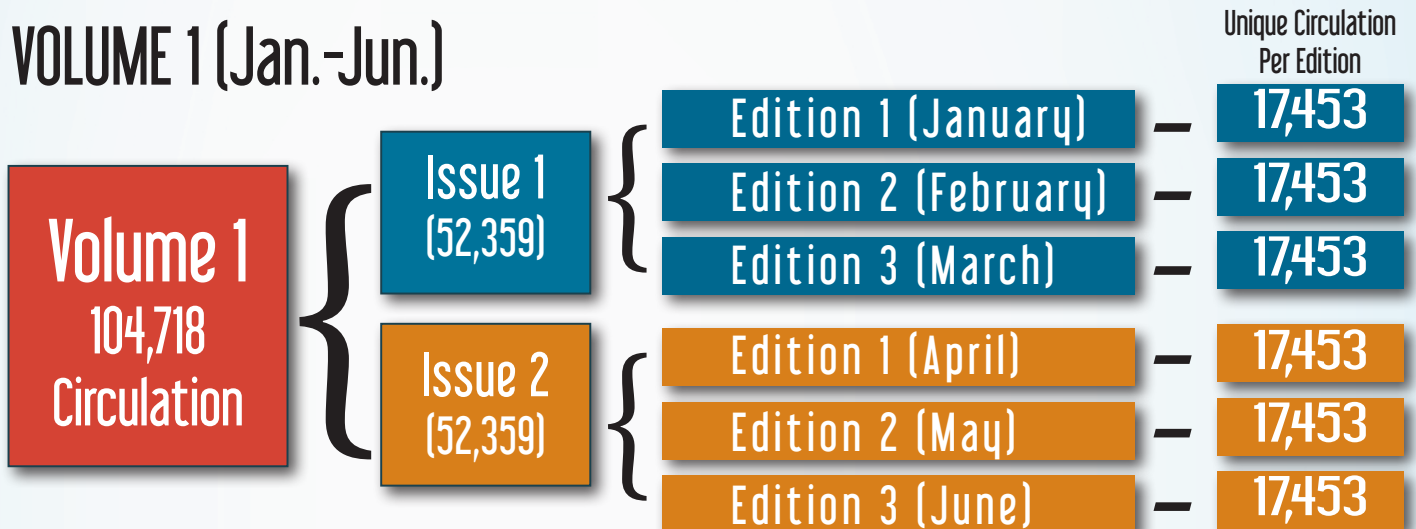
Each Salon and Day Spa will receive a **new volume** of our Product Guide **every 6 months**.

We distribute each **volume** (to 104,718 total salons.) in 2 **issues** (52,359 ea.), and each issue in 3 **editions** (17,453 ea.).

Each edition will target 1/6th (17,453) of the total 104,718 circulation per month.

With 2 volumes, 4 issues, and 12 editions per year, we reach the whole circulation (104,718) twice per calendar year.

VOLUME 1 (Jan.-Jun.)



VOLUME 2 (Jul.-Dec.)



SALON

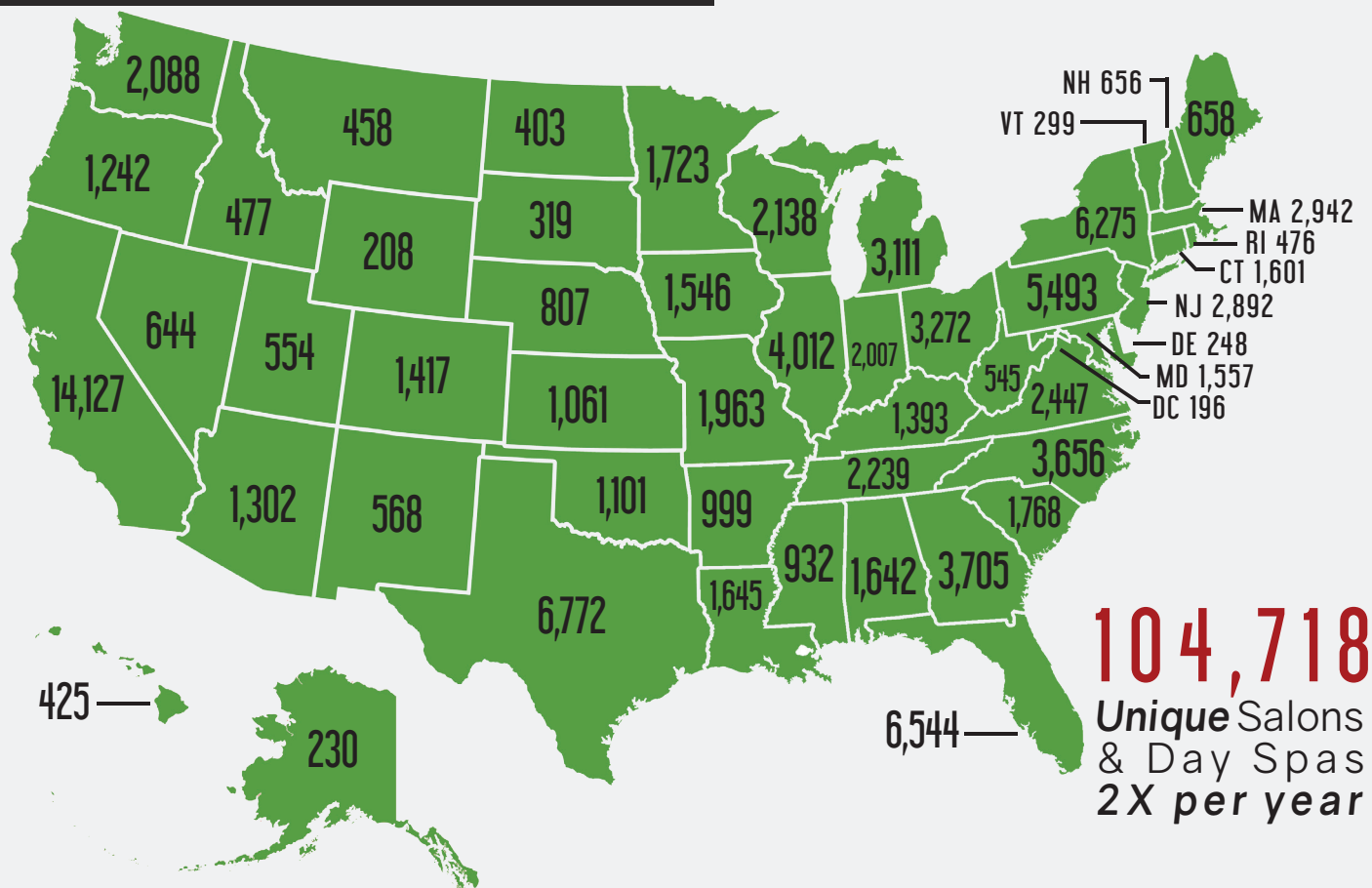
PRODUCT GUIDE

WHY

Our unique circulation method ensures the following:

1. The buyer isn't over stimulated, so the advertisement has greater viability, visibility, and power.
2. We can reach **EVERY** qualified buyer in the industry TWICE without charging an arm and a leg for our services.
3. The shelf life of the publication is increased and serves as a true biannual resource for all buyers.
4. You can **MODIFY YOUR SPEND TO FIT YOUR BUDGET**. i.e. you don't have to be in for the whole year to reach everyone and you can try us out for partial circulations.
5. You can easily budget your total advertising spend to monthly payments.
6. You can work each new batch of leads in an efficient time, as there is a rolling distribution over 6 months

DISTRIBUTION BY STATE



A HAND DELIVERED EXPO FLOOR

We are an industry' specific buyer's guide that is mailed to every buyer, by name.

Our distribution system provides an advertiser an affordable way to reach every potential buyer. By printing and distributing 12 editions per year we provide a 'low-cost' campaign for you that reaches ALL buyers twice a year in a systematic way while not over stimulating the market. This cycle also allows you an adequate opportunity to effectively work each batch of incoming leads to their maximum potential.

Salon Product Guide™ is your avenue to more leads and sales. Our "catalog-styled" and content driven product style provides a uniform and consistent approach to highlighting products and services. This format allows you to not just advertise your products and/or services, but to describe the value of what you provide in a 2-page spread, 1-page, 1/2-page, 1/4-page, 1/6 page, or 1/8 page format. It also provides suppliers an affordable, effective, systematic, and organized way to easily reach all retailer buyers in the industry.

OnLine Mastery

Join Our Dynamic Online Directory & Guide

The screenshot displays the 'SALON PRODUCT GUIDE' website. At the top, a dark header contains the site's name and navigation links: 'Home', 'Browse Catalog', and 'Current Issue'. The main content area is titled 'CURRENT ISSUE FALL 2020'. On the right, there is a featured image of a woman with the text 'SALON PRODUCT GUIDE', 'TOOLS of the TRADE', 'PREP PERFECT', and a 'View Digital Issue' button. A 'Filter by Category' dropdown menu is open, showing a list of product categories including Aromatherapy, Bathrooms, Bodycare, Facial Care, Hair Accessories, Hand Products, Health and Wellness, Home Decor, Makeup, Natural/Organic, Shaving, Skincare, Sundries, Packaging, 3PL, Atomizers, Conditioning Machines, and Consulting & design firm. Below the filter, a grid of six product cards is visible. Each card features a company logo, name, phone number, email, and website URL, along with a 'View Company Page & Products' button. The companies shown are: 1. A Garden (partially visible), 2. MOROCCANOIL, 3. MALIBU C PROFESSIONAL, 4. Living proof., and 5. LA PALM SPA PRODUCTS. The sixth card is partially obscured.

Each issue is also produced digitally in magazine format, emailed, and available for digital viewing on our website.

All advertisers get a free placement in our ever growing 'searchable' online catalog of companies and products.

Users can search and browse by category and company.

The Heart of SPG

Our Product Features

Full Page



Half Page



1/4 Page



1/6 Page



The Parlor Product Features will be designed by our graphics department and include 1-4 product images, 60-400 words, and contact information. Final image and word count is dependent upon size and placement.

Just give us your images and text copy. We put it all together with content you provide

1/8 Page



SALON

PRODUCT GUIDE

Display Ad Specifications

These Specifications are to be used if you intend to run a traditional prepared company advertisement, which are different from our product features.



ADVERTISING SIZES

TWO PAGE SPREAD (DOUBLE TRUCK)

With Bleed:
17.00" Wide x 11.125" Tall

Without Bleed:
16.75" Wide x 10.875" Tall

FULL PAGE

With Bleed:
8.625" Wide x 11.125" Tall

Without Bleed:
8.375" Wide x 10.875" Tall

HALF PAGE

7.75" Wide x 4.8125" Tall

QUARTER PAGE

3.75 Wide x 4.8125" Tall



SIXTH PAGE

2.4375" Wide x 4.8125" Tall



EIGHTH PAGE

3.75" Wide x 2.3125" Tall



Note: All images must be high-resolution (300 dpi or greater).
Format: JPG, PNG, PDF preferable. PSD and AI files are acceptable too. After submission, we will review your creative to ensure it meets our standards and specifications.

PRICING

PRODUCT FEATURE

	3x Insertion	6x Insertion	12x Insertion
Double Truck	2,000	1,900	1,800
Full Page	1,200	1,100	1,000
Half Page	800	700	600
Quarter Page	600	500	400
1/6 Page	400	350	300
1/8 Page	300	250	200

DISPLAY AD

	3x Insertion	6x Insertion	12x Insertion
Double Truck	3,000	2,900	2,800
Full Page	1,800	1,700	1,600
Half Page	1,200	1,100	1,000
Quarter Page	800	700	600
1/6 Page	600	550	500
1/8 Page	500	450	400

PREMIUM POSITIONS

	3x Insertion	6x Insertion	12x Insertion
FC Package	4,900	3,900	NA
Back Cover	2,600	2,400	2,200
Inside Front	2,200	2,000	1,800
Inside Back	2,000	1,800	1,600
Page 3	2,000	1,800	1,600