



THE STYLISH ONLINE MAGAZINE DEDICATED ENTIRELY TO BEAUTY

## **MEDIA KIT**

### **1. INTRODUCTION**

- **What is The-Beauty-Pages.com?**
- **What sets it apart from other online magazines?**
- **Who is responsible?**
- **What products are we featuring?**
- **What are our brand values?**

### **2. AUDIENCE PROFILE**

- **Target Audience**
- **Current Traffic**

### **3. ADVERTISING OPTIONS – WITH CURRENT PRICES**

- **Option 1 – Advertorial**
- **Option 2 – Advertorial Blog**
- **Option 3 – Dedicated Email**
- **Option 4 – Competition**

### **4. BUZZ**

### **5. CONTACT DETAILS**

## **1. INTRODUCTION**

### **What is The-Beauty-Pages.com?**

The-Beauty-Pages.com is a stylish online beauty magazine, entirely dedicated to beauty.

It combines absorbing features, tried and tested reports, spa and treatment reviews, and blogs from some of the biggest names in the beauty industry.

The-Beauty-Pages.com offers visitors everything they would expect to find in the beauty pages of a glossy magazine - fascinating features, stunning photography and expert advice. The style is luxury, high-end, and informative. The difference is that, unlike a magazine, it is completely free to use and bang up to date.

Visitors have the opportunity to join 'The Beauty Elite', which gains them access to an exclusive member's only area, including 'money can't buy' competitions, fabulous offers, and a weekly email packed with unique beauty news and recommendations delivered directly to their inbox.

### **What sets it apart from other online magazines?**

Unlike other online magazines, The-Beauty-Pages.com is entirely dedicated to beauty. It has the most comprehensive and unique beauty editorial on the web.

Features, Breaking Beauty News, Tried & Tested, Spa & Treatment Reviews, and an Editor's Letter are updated on a weekly basis. Competitions and Exclusive Offers are updated on a monthly basis.

Subscribers to our 'Beauty Elite' are highly targeted - exclusively interested in beauty and 98% female.

The-Beauty-Pages.com is totally free to visitors and subscribers, but we do not cut corners - we hire well-renowned fashion and beauty photographers to provide stylish images, national journalists to provide absorbing content, and we consult industry experts to pass on top advice and recommendations to readers.

### **Who is responsible?**

The-Beauty-Pages.com is the creation of journalist Louise Emma Clarke.

Specialising in Beauty and Fashion journalism, Louise has extensive experience in the national media. She has contributed to over 10 national titles, most recently for The Daily Express, S Magazine, Best Magazine, and Handbag.com. Seeing a niche in the market for a stylish online magazine dedicated entirely to beauty, she is now concentrating entirely on the creation of The-Beauty-Pages.com.

### **What products are featured?**

Like a glossy magazine, our pages need to retain a luxury and high-end feel. The products we place on the page need to reflect this to our readers. We do, however, include products from every price point, as long as they work within the feature and we believe in their efficiency.

As a snapshot, one of our current features includes products by Lancôme, Estee Lauder, Clarins, Caudalie, Elemis, Nivea Sun, Redken, YSL, REN, Aromatherapy Associates and Crème de la Mer.

### **What are our brand values?**

- Strong editorial
- Stylish images and photography
- Trend-led
- Totally current
- Entirely free

## **2. AUDIENCE PROFILE**

### **CURRENT AUDIENCE:**

- 98% Female
- ABC1
- 70% Aged 20-35
- Intelligent, independent and ambitious
- High disposable income for pampering and indulgence
- Career women
- In a relationship
- Keen interest in fashion and trends
- Care about the way they look, but also care about wider issues – the environment, world issues etc.

### **CURRENT TRAFFIC:**

Since our July 2008 launch we are attracting figures exceeding:

- 20,000 unique users per month
- 100,000 page hits per month
- 2500 subscribers

### **3. ADVERTISING OPTIONS**

#### **OPTION 1 – ADVERTORIAL**

Your brand will be included in the 'Breaking News' section of the website. Between 200 and 500 words written in editorial style, with up to three images. Advertorial will stay on the website for a whole month and will be featured on website homepage for the first week. A summary and link will be sent to database in weekly email. Bespoke advertorials can be created to support a branding campaign, with four follow-on advertorials in a monthly period.

Current Prices: Single Advertorial £350

Four follow-on Advertorials: £1200

#### **OPTION 2 – ADVERTORIAL BLOG**

Your brand will be included in the 'Blogs' section of the website. Between 300 and 1000 words written in editorial style, with up to three images. Advertorial will stay on the website for a whole month and will be featured on website homepage for the first week. A summary and link will be sent to database in weekly email. Bespoke advertorials can be created to support a branding campaign, with up to twelve follow-on advertorials featuring on a monthly or fortnightly basis.

Current Prices: Single Advertorial Blog £350

Six follow-on Advertorial Blogs: £1500

Twelve follow-on Advertorial Blogs: £2750

#### **OPTION 3 – DEDICATED EMAIL**

A stand-alone email sent to our entire database. Between 200-500 words, including up to 4 images.

Current Prices: Dedicated Email £350

#### **OPTION 4 – COMPETITION**

Provide us with a competition prize worth between £500 and £1000. Brand logo included on the competition page for one month, plus 200 words brand info. Inclusion on weekly email, sent to database 4 times in month of competition.

For Banners and MPU's, please contact Handpicked Media -  
sales@handpickedmedia.co.uk

#### **4. BUZZ**

"The-Beauty-Pages.com is the Toptable or Trip Advisor of the beauty world - an indispensable resource for all things beautifying. Not only is it fun to browse, you can actually believe what you read. It's like having your best friend online to tell you her ultimate beauty secrets - from the most hard-working hand cream to the latest skin technology. I won't buy anything without consulting it first." **Claire Brayford, The Daily Express.**

"If you're one who skims the glossies until you get to the beauty pages, this one's for you. The-Beauty-Pages.com is all about the goods - what's coming, what's good, how to use it, and how it rates. They even include info on spas and salons, as well as info on new trends (like the cleavage facial - who knew how cool that was?)." **Here in the City, July 2008**

"What a novel idea. Finally the answer to all our beauty prayers." **Jess Richardson, Deputy Fashion & Beauty Editor, Star & OK! Hotstars**

"Why place beauty brand advertising on websites where the traffic has mixed interests? Why not place it on a website where the traffic is entirely targeted towards an interest in beauty? The-Beauty-Pages.com fills a niche in the market for an online beauty magazine aimed at an ABC1 audience." **Michael Enness, Account Director, Manning Gottlieb OMD**

"High-end beauty websites are few and far between and I believe that The-Beauty-Pages.com adequately fill the gap in the market. Several of my clients are top end Beauty brands - its great that they can now gain coverage on a website with other like brands." **Jessica Dunn, Account Manager at Front Row PR**

## **5. CONTACT**

Please contact Louise Emma Clarke with editorial content, product news, launches, invitations etc – 08448 700074 or **[louise@the-beauty-pages.com](mailto:louise@the-beauty-pages.com)**

For all advertising queries, please call 08448 700074 or email **[advertising@the-beauty-pages.com](mailto:advertising@the-beauty-pages.com)**