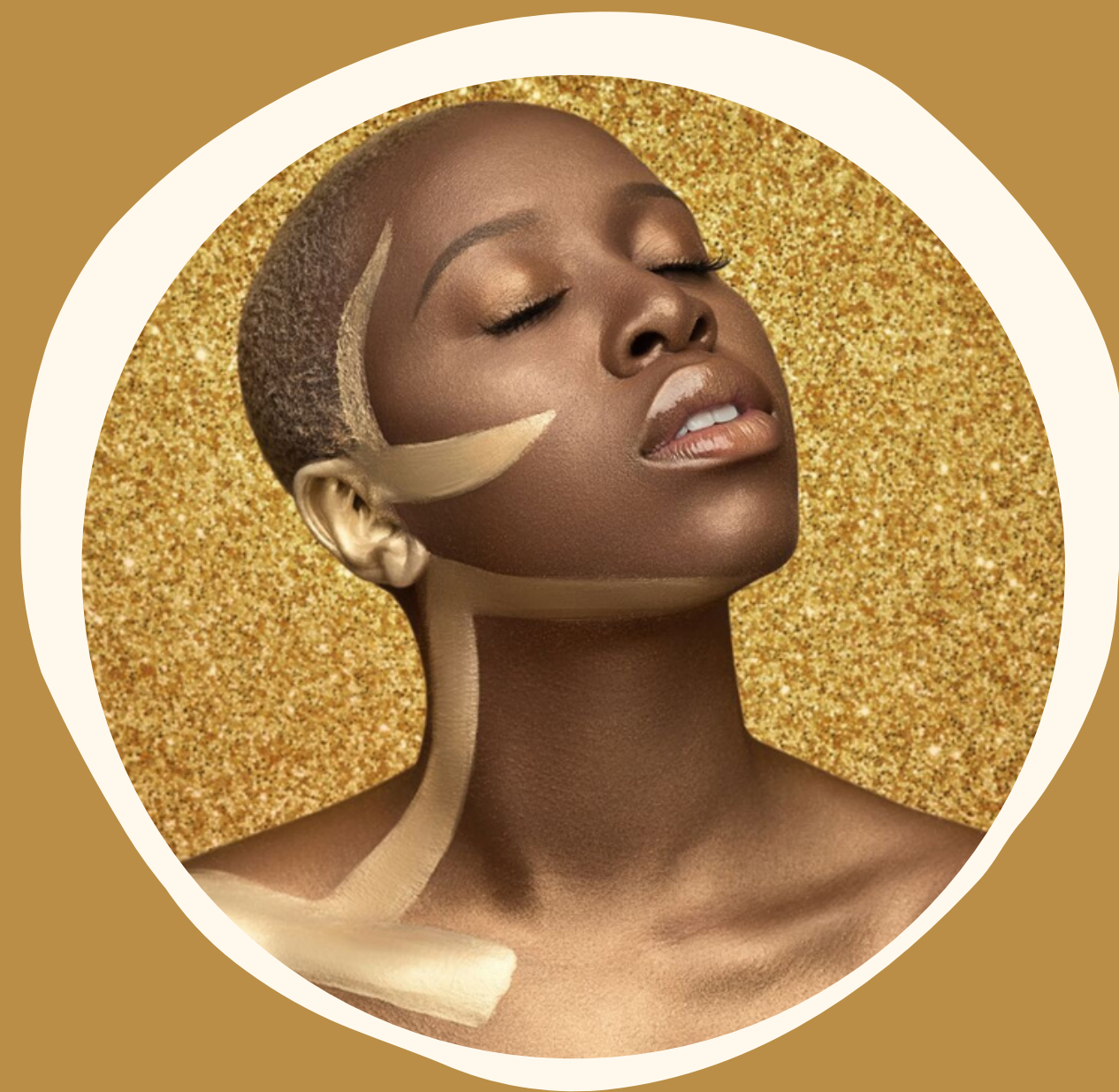


2022

MediQ Rit



the Beauty
consultant
BE POSITIVE. GET INSPIRED. STAY INFORMED.



I'm Kenneice Wilson-Smith

I am the Publisher of **The Beauty Consultant Magazine (TBC)**,
and I am thrilled to introduce **TBC** to you!

TBC is your premier online and digital source of information on
beauty for the trade!

We strive to be your single source of information for staying
abreast of **industry** trends, products, news, and events.

@publisher_tbc

kenneice@tbcmagazine.com



• Images in this media kit are from our
May/June 2019 (Cover Story-Black Girl Magic)
• Photo Credit: Island Boi Photography



Main Demographic

70.8%
Women Followers

29.1%
Men Followers

Audience Age

4.1%
18-24
Years Old

26.5%
25-34
Years Old

35.6%
35-44
Years Old

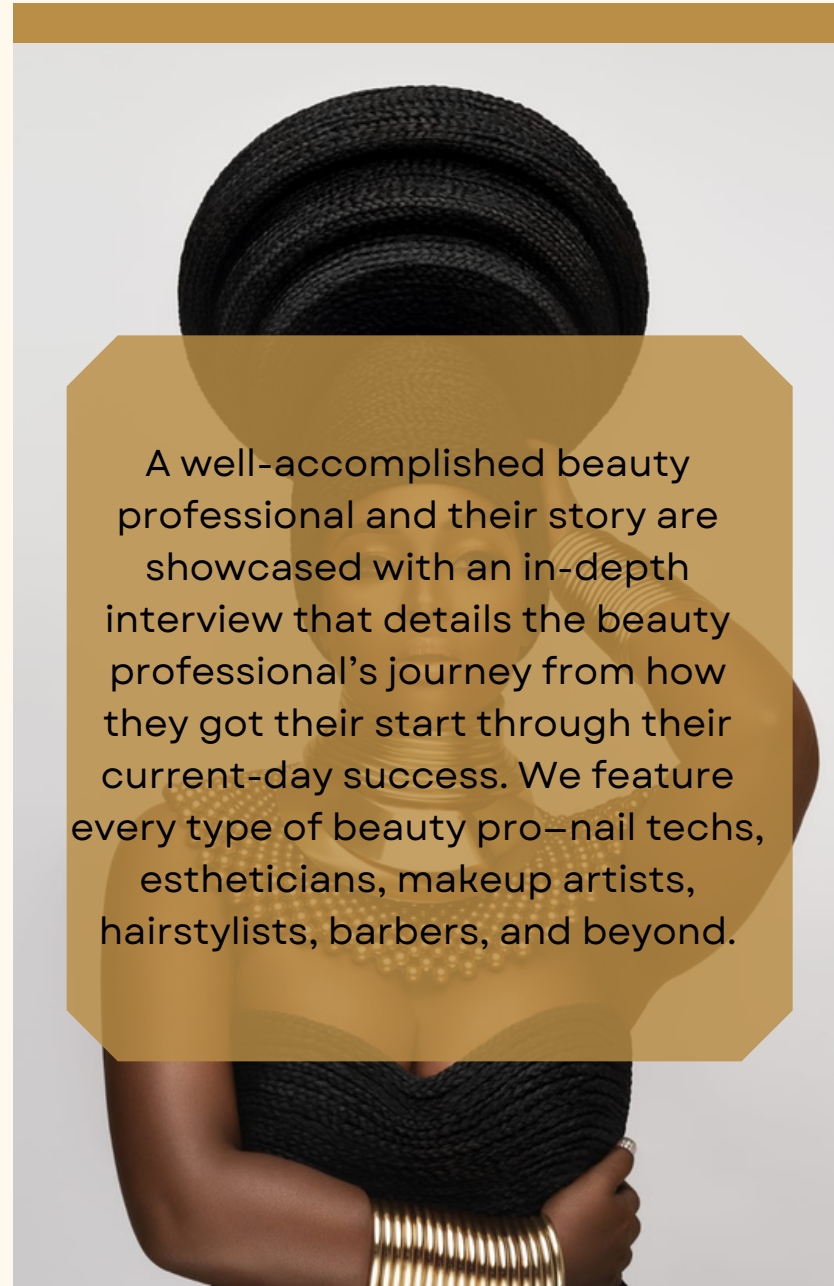
29.3%
45-54
Years Old

Audience Located

77.6% United States

14.4% United Kingdom

8% Italy



A well-accomplished beauty professional and their story are showcased with an in-depth interview that details the beauty professional's journey from how they got their start through their current-day success. We feature every type of beauty pro—nail techs, estheticians, makeup artists, hairstylists, barbers, and beyond.

Cover Story



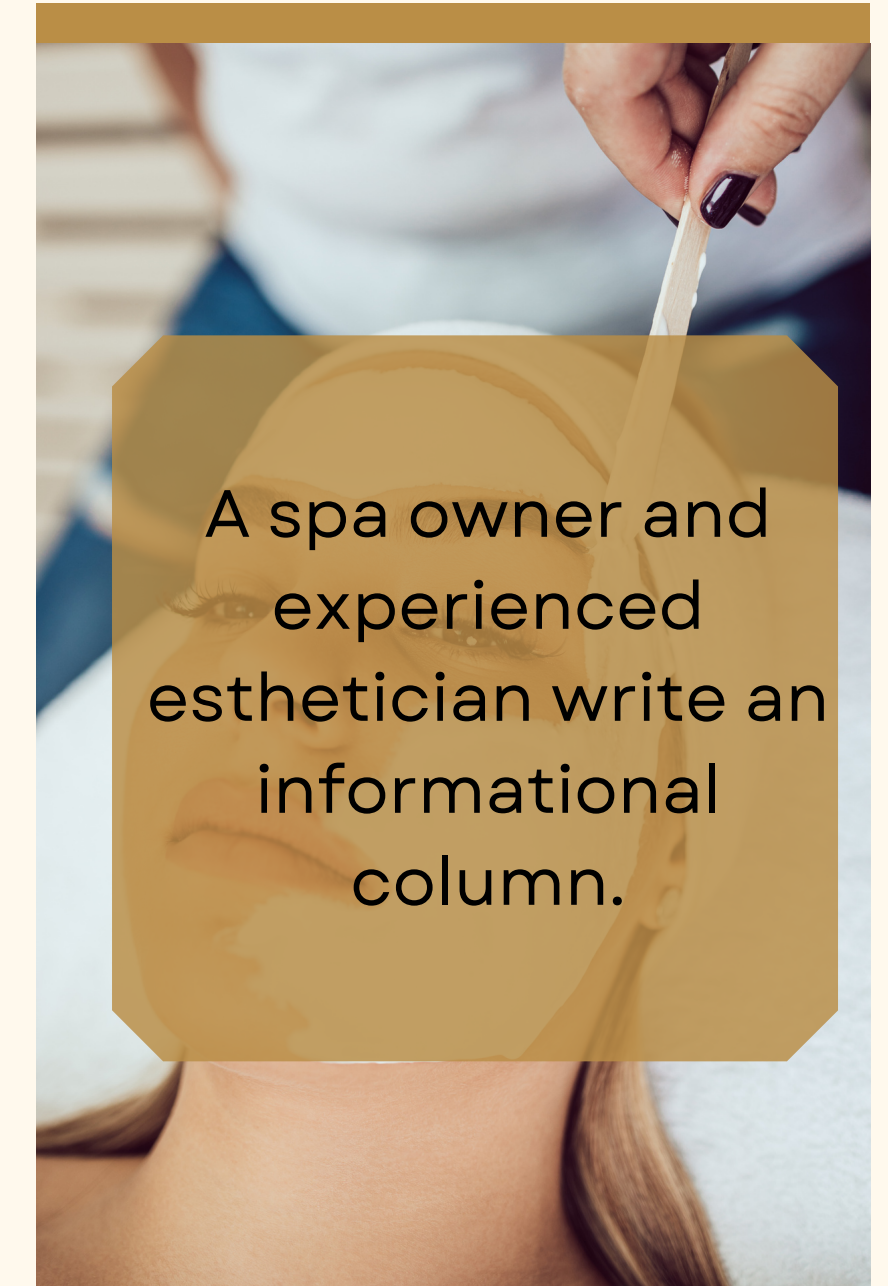
An in-depth profile of an industry-leading professional or brand.

Feature



Brand profiles, how-tos, and product reviews related to natural, eco-friendly, chemical-free beauty.

Au Naturelle



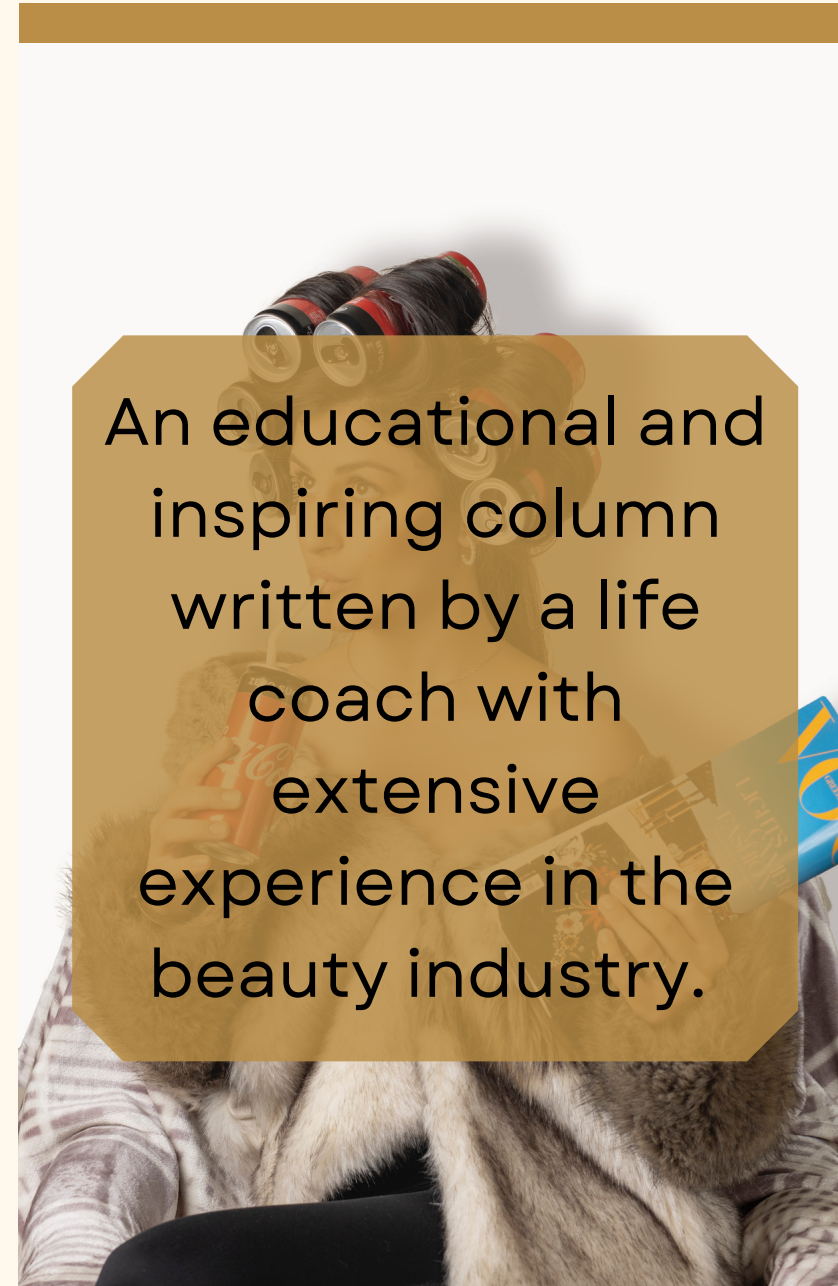
A spa owner and experienced esthetician write an informational column.

Skin



A review of the beauty industry's hottest products, tools, technology, and trends.

Hot Topic



An educational and inspiring column written by a life coach with extensive experience in the beauty industry.

Lifestyle



An image-driven, stylish look into the unique, beautiful, and award-winning decor of top salons, spas, and barbershops.

Beauty+Spaces+Design

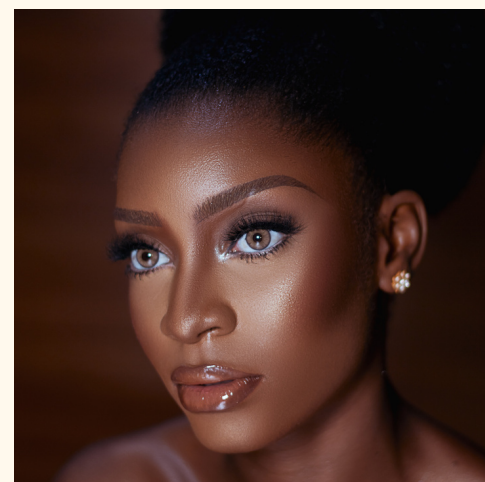


An in-depth look into trade shows and top industry news, including charity events involving the beauty industry or partnerships.

Beauty+Trade+News



#TBCInspired
@beauty_consult



A visual display of Instagram posts

From beauty professionals who inspire us! Beauty pros post images of their most inspiring work with the hashtag **#TBCInspired** and we feature a select handful of these posts that move us, inspire us, or impress us. It's a unique opportunity for **beauty professionals** to be showcased and to shine in their craft.





How can we work together?

- Advertise on TBC website
- Advertise in TBC digital magazine
- Sponsor Annual Hair Battle
- Add TBC to your press list
- Product Spotlight on website & magazine
- Submit editorial for the website or digital magazine

Editorial Calendar

July|August: Color-Coded

Summer is all about vibrant color, and this issue explores the latest in color techniques and trends for hair, nails, and makeup—and how the latest looks from the runway tie into it all. We'll get into both what's trending and how to execute it flawlessly so that beauty pros have happy clients all season long!

EDITORIAL CLOSE DATE: June 17th
ADVERTISING CLOSE DATE: June 24th
RELEASE DATE: July 4th

September|October: Textured Temptations

From naturally curly to smooth textures—clients want it, and stylists care for it all. This essential issue will take a look at style trends that span the texture spectrum and the latest tools and techniques for caring for each one.

EDITORIAL CLOSE DATE: August 19th
ADVERTISING CLOSE DATE: August 26th
RELEASE DATE: September 1st

November|December: Cutting Edge

Companies are always coming out with new products for the Holiday Season. Beauty pros can count on The Beauty Consultant to be right there, bringing them the latest tools, tips, products, and styles to get them ready for the year ahead in this exciting issue!

EDITORIAL CLOSE DATE: October 18th
ADVERTISING CLOSE DATE: October 25th
RELEASE DATE: November 1st



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Photo Credit: Masha Sidorova

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*Rates are based on magazine size of 8.5”x11”



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\$1995/per insertion



1/2 page

\$995/per insertion



1/4 page

\$795/ per insertion

ACCEPTED FILE FORMATS

- pdf – Press-ready (Includes bleeds with all fonts embedded)
- indd – Adobe InDesign
- ai – Adobe Illustrator
- psd – Adobe Photoshop

NATIVE FILE SUBMISSION

HOW TO SEND FILES

- 300 DPI Resolution
- When submitting native application files, please provide the native application file and all supporting image files and fonts used.
- Zip or stuff the document, all fonts and images used before submitting via e-mail or FTP. There is a higher risk of file corruption when files are not compressed before transfer.

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Skyscraper
\$1000/per
insertion

Limited Spots

BLOG PAGE ADVERTISING

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insertion

Skyscraper
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insertion

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**I expect
see you
soon!**



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Thank you!



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