

# **ON MAKEUP** MAGAZINE

**MEDIA KIT 2014**

# A PRO VOICE

On Makeup Magazine is pleased to give the makeup industry a unique and artist-driven way of connecting to customers whether they are experienced professionals, new artists or even those who simply share our passion for the art of makeup.

On Makeup Magazine is the first publication of its type – bringing together pro-driven, art-inspired, broad interest content into a hybrid trade magazine that respects and responds equally to the art of the makeup industry as well as product and technique. Our team have a unique perspective and history in our industry and bring that experience and passion for the artistry behind the artist to every issue through our content, design and art direction.

Every feature and item in On Makeup Magazine is developed from the pro point-of-view. In unique ways we speak to the broadest possible cross-section of the industry – from beauty and bridal artists to film and FX pros – everyone will find something that relates to their craft in each issue.

Finally, along with the high-design element and easy-to-enjoy format, comes a unique archival quality that remains in our readers hands, home and business permanently. Our content and your advertising messages will be seen and shared over and over again, truly making On Makeup Magazine the best media investment in the business.

**Welcome to the new global makeup community. Welcome to On Makeup Magazine.**

# FREQUENCY & DISTRIBUTION

On Makeup Magazine will be published twice a year in the Spring and Fall with a print run of between 10,000 and 15,000 copies of each issue published. Distribution includes the following:

- Complimentary copies of current issue distributed at The Makeup Show, The Artist Summit and all The Powder Group programs and events
- TPG Pro member subscription mailings
- Makeup, Hair, Photo agency mailings
- Complimentary cosmetic industry corporate executives subscriptions
- Beauty and makeup trade organization members
- Top salons and makeup retail shops in North America
- Industry leaders and retailers in select international market

# DESIGN

In keeping with our design philosophy, ad sizes and layout are kept to three clean, simple sizes: 8.5” x 8.5” Full Page, 4.125” x 8.5” horizontal and 4.125” x 4.125” - all with white border.

We maintain stand-apart advertising and editorial pages, with no text or editorial content mixed into our advertising pages. The reader’s experience is a less cluttered one, and allows your advertising message to stand out clearly.

Another way we work to ensure both a good experience to our reader, and in-turn a more consistent connection to your ad, is that we don’t include loose or bound-in subscription cards in our magazine. We also don’t use thick paper stock advertising inserts. We include no design feature that could potentially risk your ad getting overlooked.

We want your ad to connect to the professional makeup artist and all those who love makeup, like it never has before. It’s important to us that our reader knows that you, as a part of the industry, understand the professional perspective on makeup and the need of the makeup artist. As a complimentary service, we are pleased to work with you to help craft a strong pro-relevant message that will maximize the results of your advertising.

# PLACEMENT

At On Makeup Magazine we have designed our layout specifically to maximize the complete read-through of the magazine – generating an equal amount of appeal to advertisers for placement throughout any part of the publication.

Single page, product-heavy features, such as Kit Focus, New Product and Industry News create an opportunity for adjacent advertising placement. These features along with product story spreads provide you more editorial product placement opportunities than any other pro-focused makeup publication.

With departments like On Set and On Stage, focus advertisers receive placement in the middle of features on the hottest productions in the industry, while multiple page Beauty, Profile and Feature items will be placed in strategic positions in the magazine to draw our reader smoothly through every page – ensuring your advertisement will reach the most eyes possible.

# RATES

Our competitive advertising rates, and multiple issue incentives will allow you to make the most of our your ad dollars. 2014 Ad Rates are as follows:

	<b>1x</b>	<b>Returning</b>
Full Page	\$3600	\$1800
Half Page	\$2300	\$1150
Quarter Page	\$1600	\$800
**Inside Back	\$4200	\$2100
**Inside Front	\$5200	\$2600

\*\*First-come, first-served, priority based on commitment and receipt of payment.

# COMPLIMENTARY EXPOSURE

Advertisers in On Makeup Magazine are provided special opportunities to maximize the exposure provided by their advertising support.

## **Email Newsletters:**

All advertisers receive complimentary placement throughout the year in The Powder Group and On Makeup Magazine promotional emailings.

## **TPG Pro:**

Advertisers receive the opportunity to provide special offers and benefits to the members of our TPG Pro program, accessing the most committed artist community in the industry.

## **Social Media:**

The Powder Group invite advertisers to provide content for our Facebook, Pinterest, Instagram and Youtube pages, with ongoing inclusion throughout the period of your advertising commitment.

## **Job Listing and Support:**

Advertisers are invited to submit freelance or permanent job opportunities for communication to our members through personal referrals and online posting.

# AD SPECS

## LAYOUT DIMENSIONS

Full Page non-bleed, Half Page non-bleed, Quarter Page non-bleed

## TECHNICAL REQUIREMENTS

Full Page: 8.5" x 8.5"

Half Page: 8.5" x 4.125"

Quarter Page: 4.125" x 4.125"

Files may be submitted in JPG, PDF, TIF or EPS

For EPS files, text must be converted to outlines for all files saved in Adobe Illustrator -

Resolution must be 300 dpi or higher

Files should be saved in CMYK

## THE POWDER GROUP CREATIVE

Our design team are able to create a new ad, or adjust your existing artwork at reasonable rates.

## PROOFS

Ads should be accompanied by an acceptable contract proof (dot-based, not a laser copy or consumer inkjet copy) made to SWOP standards. We suggest a color bar for accuracy. Client waves color guarantee if an acceptable contract proof is not supplied.

## MAIL TO

The Powder Group Advertising 315 Seventh Avenue #6B New York, NY 10001

## EMAIL TO

advertise@thepowdergroup.com