

MEDIA KIT
2021

esprit is now

RETAIL BEAUTY

PROVEN AUDIENCE

Retail Beauty is Australia's leading B2B title for the retail beauty industry. We communicate directly to:

- **Beauty retailers** – counter managers, buyers, management and marketing
- **Beauty advisors** – pharmacy, department store, boutique and online
- **Beauty and health brands** – owners, marketers, PR and sales
- **Beauty media** – beauty editors, journalists, bloggers and influencers



29.7K

Quarterly magazine readership



5K

Monthly website (Up 60% YOY) Unique users



11.4K

E-newsletter subscribers
Weekly unique users



3.9K

Social media (70% growth YOY)



50K

Total audience

TESTAMONIALS

Terry Little, Managing Director – Estee Lauder Companies

"Retail Beauty is an integral part of my trade marketing strategy and Beauty Advisor education, and has been since launching in 2004. Not only does it ensure Beauty Advisors across the country are up to date with the industry as a whole, and are armed to sell our latest product releases, but it is an important educational and motivational tool for the faces of our brands."

Leanne Parodi, Marketing Manager – Nude by Nature

"Retail Beauty has been instrumental in delivering our key messages, particularly during our brand transformation phase. Our strategy to reposition the brand required ongoing communication of our key USPs to re-educate not only consumers, but beauty media, trade partners and beauty consultants instore. We now feel confident the trade understands our vision and supports us in this new direction, thanks to esprit which is highly relevant in the beauty sector."

Fiona Mendonca, Head of Sales – Burt's Bees ANZ

"We have been working with Retail Beauty for the past 5 years and have received positive feedback from our retailers on the content and exposure this gives our brand. We featured on the front cover and this has literally opened doors for us to new distribution within Australia. We work with esprit in every issue to continue the education and awareness of Burt's Bees. We will often incorporate the magazine articles into our presentations which gives us credibility to our buyers to ensure the sell through of our products. This magazine is a must read for everyone."



QUALITY ENVIRONMENT, PROVEN AUDIENCE

Launched in 2004, *Retail Beauty*, formerly known as esprit Magazine Australia, is the only authoritative, independent retail business platform.

Retail Beauty is an essential tool for brands and retailers to educate, inspire and support their sales force – and ultimately sell more products.

We are dedicated to communicating to beauty advisors, counter managers, pharmacy beauty staff and beauty buyers in the Asia Pacific.

Retail Beauty is the go-to for the wider beauty industry to stay on top of global and local trends, news and launches.

We communicate directly and daily to key industry professionals and decision makers.



QUALITY CONTENT, MULTI-CHANNEL REACH

Retail Beauty has a total focus on subjects and information that appeal to its readership who work in the retail beauty industry.

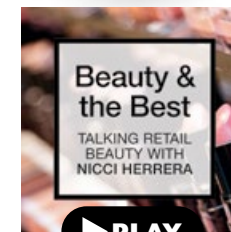
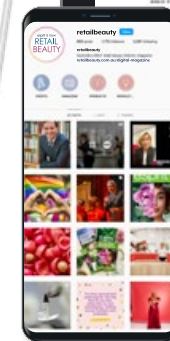
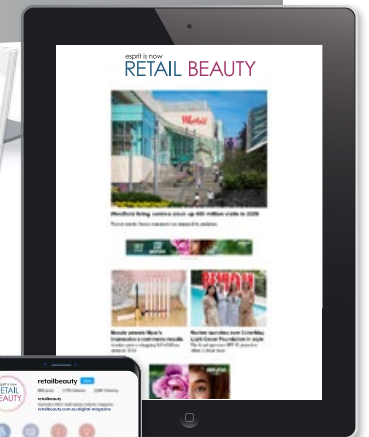
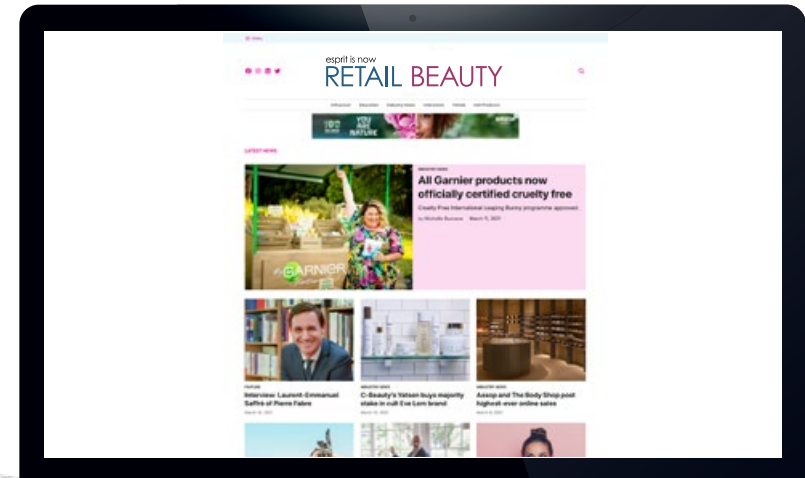
In every quarterly issue 100 pages are devoted to:

- ➔ Profiles of local and international industry heavyweights
- ➔ What's trending now
- ➔ Marketing moves
- ➔ Issues affecting the industry
- ➔ Analysis and insights
- ➔ Staff training and strategies
- ➔ Brand profiles
- ➔ The latest industry news
- ➔ Peer conversations
- ➔ Product launches
- ➔ Product photoshoots
- ➔ Influencer articles

We keep our highly engaged audience up-to-date on a weekly basis with a jam-packed newsletter featuring seven news articles every delivery, which is more than 360 articles per year.

Our new podcast, hosted by esprit publisher Nicci Herrera, takes a deep dive into the minds of some of the most respected leaders in the retail beauty sector.

Reach the right audience at the best time in a premium environment – discover our flexible, competitively priced packages today.



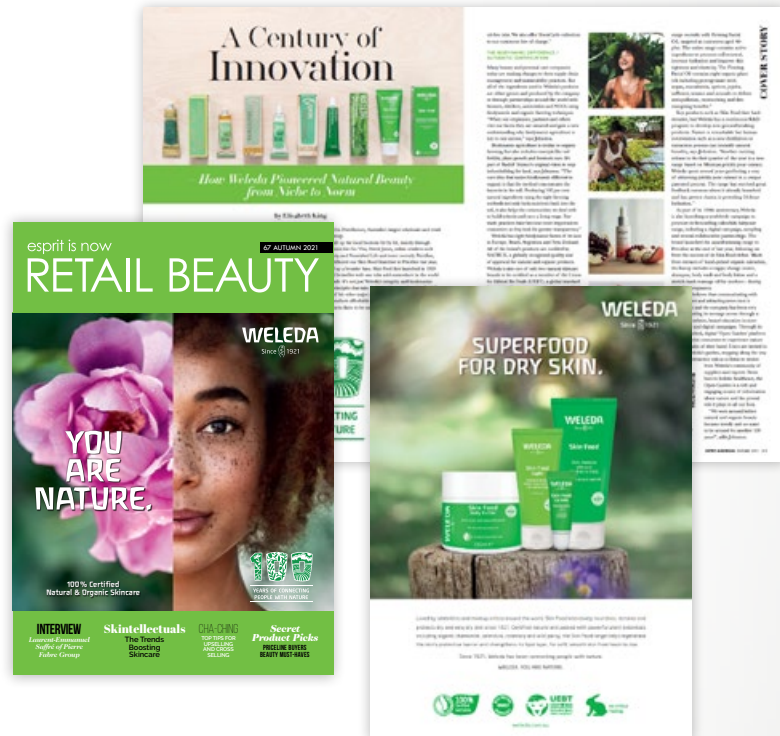
PRINT PACKAGES

OWN A FRONT AND BACK COVER

Just four available per year

Each front cover comes with the complimentary back cover and also secures a double-page spread, written by Elisabeth King, Associate Editor Business Features, with first right of renewal each year.

\$18,300



PREMIUM BRANDED CONTENT

Behind the Brand

This profile-style piece gives brands the opportunity to showcase key opinion leaders in a three-page, client-submitted spread dedicated to that person and the company they work for.

In addition to print inclusion, the feature will be showcased online and shared across social channels with supporting digital assets TBC.



RATES & SPECS

PRINT OPPORTUNITIES

Key Positions	Casual
Front Cover Package – includes front and back cover, double page interview with Elisabeth King	\$18,300
Inside Front Cover – double page spread	\$9,720
Behind the Brand – double page spread plus one bonus ad or advertorial page	\$9,800
Inside Back Cover	\$5,900
Double Page Spread	\$8,800
Full Right-Hand Page	\$5,900
Half Page	\$3,500
One Third Page	\$3,000

Discounts are available for multiple bookings. All rates quoted are exclusive of GST.

Talk to your sales rep regarding further tailored, bespoke advertising opportunities. Art costs at standard display art production rates plus photography etc to quote. DISPLAY ART: Email all material High Resolution PDFs to magazine.material@intermedia.com.au marked for Retail Beauty.

DEADLINE SCHEDULE

AUTUMN 2021 (Feb/Mar/Apr)

Advertising Booking Deadline:
 December 13, 2020
 Creative Material Deadline:
 January 15, 2021

WINTER 2021 (May/Jun/Jul)

Advertising Booking Deadline:
 April 5, 2021
 Creative Material Deadline:
 April 19, 2021

SPRING 2021 (Aug/Sep/Oct)

Advertising Booking Deadline:
 July 5, 2021
 Creative Material Deadline:
 July 12, 2021

SUMMER 2021/22 (Nov/Dec/Jan)

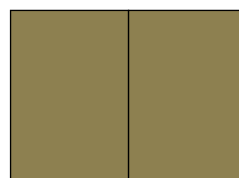
Advertising Booking Deadline:
 October 4, 2021
 Creative Material Deadline:
 October 18, 2021

ADVERTISEMENT SIZES

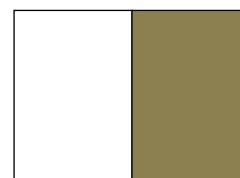
A4 magazine trim size:
 297mm (d) x 210mm (w)

TRIM SIZE	(d) x (w)
DPS full bleed	297 x 420
Full page bleed	297 x 210
1/2 page horizontal	148 x 210
1/2 page vertical	297 x 100
1/3 page horizontal	101 x 210
1/3 page vertical	297 x 68

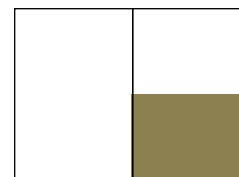
Text MUST BE a minimum of 8mm from edge of page (trim). All marks to be offset by a minimum of 5mm.



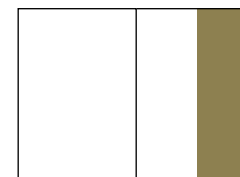
1/2 page horizontal



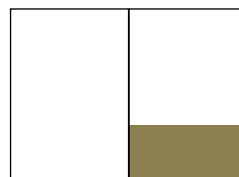
1/2 page vertical



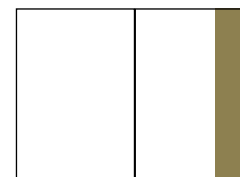
1/2 page horizontal



1/2 page vertical



1/3 page horizontal



1/3 page vertical

MATERIAL SPECIFICATIONS

PDF - Adobe Portable Document Format – Please prepare all PDFs as specified by the 3DAP guideline. Visit <http://www.3dap.com.au/> for instructions.

Other formats - InDesign, PhotoShop and Illustrator are accepted as long as all fonts are included and all images are in CMYK mode. Illustrator files must have all images embedded and all fonts converted to outlines. We do not accept ads in QuarkXPress, Word, PowerPoint, Publisher or any Microsoft software. Maximum Ink weight to be no more than 300%

Images - Minimum of 300dpi at 100% scaling. Line Art images minimum of 1200dpi at 100% scaling. All Images must be in CMYK mode and should not be compressed. Maximum Ink weight to be no more than 300%.

Proofs - A colour proof should be supplied with all ads. No responsibility will be accepted for reproduction of the advertisement unless a colour printout is sent with the file as a frame of reference for the printer and all files saved as specified above.

Loose inserts - Must not exceed the trimmed dimensions of the magazine (A4). If they do, they will be folded and a charge levied.

Artwork is accepted by email (up to 10MB), if over 10MB use our Hightail dropbox <https://www.hightail.com./u/IntermediaDropbox> or CD, DVD, USB Flash Drive. For further information please contact The Intermedia Group.

Email: Accepted up to 10MB only.
magazine.material@intermedia.com.au
 Post: 41 Bridge Road, Glebe NSW 2037

DIGITAL PACKAGES

RETAILBEAUTY.COM.AU

Key Positions	Description	Rate
1. DIGITAL CAPTIVATION	(Complete Site Takeover + MRec) – one month	\$3,300
2. SOLUS EDM	Electronic Direct Mail with 100% share of voice sent to our whole database. Designed in-house.	\$2,100
3. NEWSLETTER TAKEOVER	Leaderboard and MRec takeover of weekly e-newsletter to editorial subscribers x 2 weeks	\$1,600
4. SPONSORED CONTENT	Promoted in newsletter & on the home page for 2 x week period, permanently archived on retailbeauty.com.au, MRec and leaderboard included	\$1,600
5. HOT PRODUCT	Promote and highlight your new product launches, homepage image, newsletter promotion – one month	\$850
6. EVENT CALENDAR	Promote your event, Summit, conference, roadshow on our home page	\$500
7. VIDEO PROMOTION	Permanently archived on retailbeauty.com.au and featured in our weekly newsletter	\$450

All rates quoted are exclusive of GST.

DIGITAL SPECS

Ads

Parallax: 1440x1440px
Billboard: 970x250px
Half page: 300x600px
Medium Rectangle: 300x250px
Leaderboard: 728x90px
Maximum file size: 50kb
File formats: jpg, gif or swf
eNewsletter placements: jpg or gif
(please note some email clients will display only the first frame of an animated gif)

eDM

HTML file: Max of 20kbs
Images: Recommended total less than 100kb. max of 200kb accepted. Maximum of 600px (w) to fit into our template.
All html should be table-based, with no <div> tags, no floating or absolute positioning.
All styling should be inline, with no external style sheets.
No background images.
No bookmark or anchor tags.
No social media links.

Avoid having a heavily image based eDM – try to keep majority of text within the HTML as opposed to within graphics.
Additional text-only version is advised. Please specify a subject line when sending through your material, of maximum 80 characters length (including spaces). Less than 50 characters is recommended. Please send HTML file to: **material@intermedia.com.au**, a minimum of 3 business days prior to send date. A test will be sent for your approval, please be on standby.

Trending & Sponsored content

Copy supplied as a word doc.
- Catchy headline up to 5 words.
- Summary text up to 30 words.
- Main body text up to 300 words.
- Your company contact details.
Sponsored content: also supply Mrec and Leaderboard ads.
Feature image: 200x200px, max 50kb, jpg or gif.
1-2 images for article body (max of 600px wide, max 50kb) and company logo as jpg or gif attachments.



SOCIAL MEDIA

OPTIMISE, EXTEND AND RETARGET

Partner with *Retail Beauty* to optimise and extend your campaign reach, guarantee additional distribution to audiences and pursue leads through the funnel by retargeting. Talk to us about tailoring flexible, bespoke packages at competitive rates.

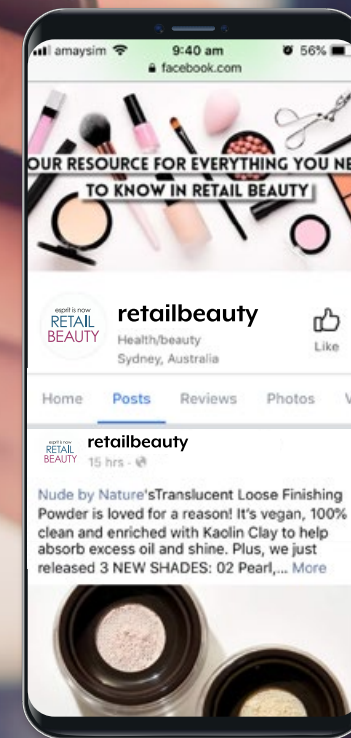
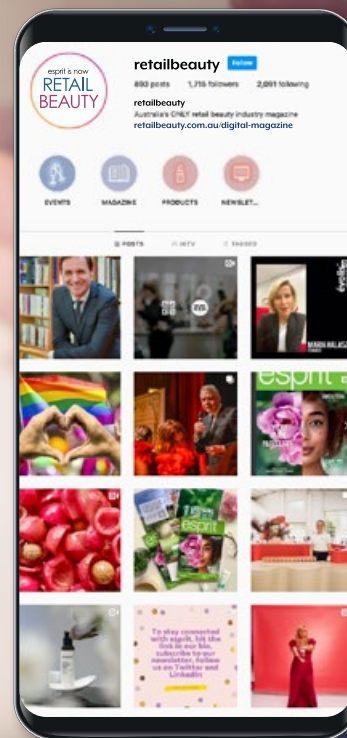
Channel	Single image	Multiple images (max. 4)	Video (max. 60 secs)
10,000 audience reach — single channel *	\$150	\$400	\$700
20,000 audience reach — double channel **	\$300	\$600	\$800
25,000 audience reach — single channel	\$400	\$700	\$1,000
50,000 audience reach — double channel	\$800	\$1,600	\$2,000

All rates quoted are exclusive of GST.

* Single channel = Facebook OR Instagram

** Double channel = Facebook AND Instagram: \$450 to our audience, recommend boosting with additional investment POA according to audience size and behaviour you are trying to target.

Minimum exposure is seven days but can be extended.



PODCAST

BEAUTY & THE BEST

Beauty & The Best podcast is here to communicate with everyone working in the retail beauty industry. Our podcast has a total focus on expert advice, education, innovation and information that is relevant to anyone working within the beauty community. Our conversations help forge connections between beauty brand owners, brand developers, business leaders and more.

- Platinum podcast package:
4 x pre-roll, mentioned at the beginning of the podcast, plus outro, at end of podcast - **\$2,500** including production
- Mid-roll: plays in the middle of the podcast - **\$250 for one, + \$250 production**

Contact Nicci Herrera today on 0426 826 977.

