

STYLIST

& SALON NEWSPAPERS

THE BUSINESS OF: HAIR | NAILS | SKINCARE

ADVERTISING RATECARD

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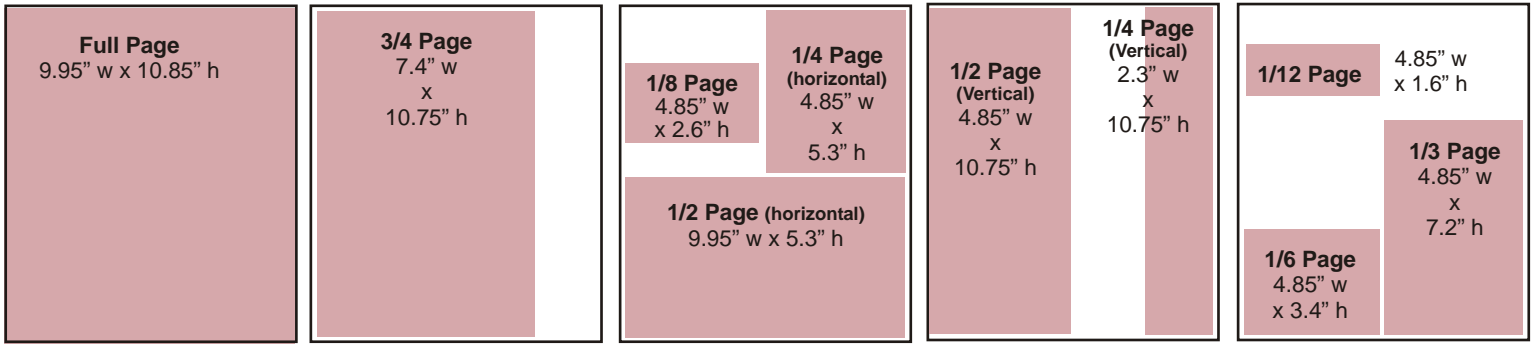
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www.stylistnewspapers.com

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STYLIST & SALON RATE CARD

Monthly newspapers for the business of hair, skin and nails



Stylist & Salon Newspaper Information

The *Stylist & Salon Newspapers* are regional trade newspapers for the beauty industry. The focus of the newspaper is the business of the beauty industry including hair, skin, and nails.

The *Stylist & Salon* mails monthly, free of charge, to all the licensed salons, spas, barbershops and schools in the areas below. The *NW Stylist* and *Ohio Stylist* are also mailed to licensed booth renters. The *Stylist* is available at local supply houses and distributors as well. The paper is small tabloid size (11" x 12").

Edition	Circulation	Coverage
• NW Stylist* <i>(since 1984)</i>	20,000	All licensed salons, spas, barbershops, schools, and distributors in Oregon & Washington.
• California Stylist <i>(since June 1996)</i>	40,000	All licensed salons, spas, barbershops, schools, and distributors in the entire state of California.
• Ohio Stylist* <i>(since January 2000)</i>	18,000	All licensed salons, spas, schools, and distributors in the entire state of Ohio.
• Texas Stylist <i>(since August 2006)</i>	25,000	All licensed salons, spas, barbershops, schools, and distributors in the entire state of Texas.

* Also mailed to licensed booth renters (independent contractors)

Ad Size	Width	Height
Full Page	9.95"	10.85"
3/4 Page	7.40"	10.75"
1/2 Page Vertical	4.85"	10.75"
1/2 Page Horizontal	9.95"	5.3"
1/4 Page Horizontal	4.85"	5.3"
1/4 Page Vertical	2.30"	10.75"
1/8 Page	4.85"	2.6"
1/3 Page	4.85"	7.2"
1/6 Page	4.85"	3.4"
1/12 Page	4.85"	1.6"

All sizes are actual image area.

Ad design is included in the price of your ad. We will gladly create your ad and submit to you a proof of the final copy to ensure that you are happy with the results.

Stylist & Salon Display Ad Rates

All prices include full color

	1/12 Page	1/8 Page	1/6 Page	1/4 (V/H) Page	1/3 Page	1/2 (V/H) Page	3/4 Page	Full Page	Back Page
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3 MONTH RUN (Price is per month basis)

California	\$460	\$680	\$880	\$1,200	\$1,560	\$2,240	\$3,250	\$4,190	\$5,120
Northwest	\$320	\$460	\$600	\$750	\$980	\$1,340	\$1,940	\$2,330	\$2,970
Ohio	\$320	\$460	\$600	\$750	\$980	\$1,340	\$1,940	\$2,330	\$2,970
Texas	\$380	\$520	\$680	\$880	\$1,140	\$1,620	\$2,350	\$2,960	\$3,640
All 4 Papers	\$1,330	\$1,910	\$2,480	\$3,220	\$4,190	\$5,890	\$8,530	\$10,630	\$13,230

6 MONTH RUN (Price is per month basis)

California	\$410	\$610	\$790	\$1,080	\$1,400	\$2,020	\$2,930	\$3,770	\$4,610
Northwest	\$290	\$410	\$540	\$680	\$880	\$1,210	\$1,750	\$2,100	\$2,670
Ohio	\$290	\$410	\$540	\$680	\$880	\$1,210	\$1,750	\$2,100	\$2,670
Texas	\$340	\$470	\$610	\$790	\$1,030	\$1,460	\$2,120	\$2,660	\$3,280
All 4 Papers	\$1,200	\$1,710	\$2,230	\$2,910	\$3,770	\$5,310	\$7,700	\$9,570	\$11,910

12 MONTH RUN (Price is per month basis)

California	\$350	\$510	\$660	\$900	\$1,170	\$1,680	\$2,440	\$3,140	\$3,840
Northwest	\$240	\$350	\$450	\$560	\$740	\$1,010	\$1,460	\$1,750	\$2,230
Ohio	\$240	\$350	\$450	\$560	\$740	\$1,010	\$1,460	\$1,750	\$2,230
Texas	\$290	\$390	\$510	\$660	\$860	\$1,220	\$1,760	\$2,220	\$2,730
All 4 Papers	\$1,010	\$1,440	\$1,860	\$2,410	\$3,160	\$4,430	\$6,410	\$7,970	\$9,930

prices as of 01/09

STYLIST & SALON RATE CARD

Web Site Advertising

Banner Ads are now available on our newly redesigned website www.stylistnewspapers.com. This is on a first come first serve basis. We have three options to choose from:

Leaderboard 728w x 90h (pixels)	\$500/month
Inside Banner 400w x 75h (pixels)	\$300/month
Left Rectangle 175w x 175h (pixels)	\$300/month



Web Statistics (monthly average based off of Mar '09 - Aug '09) **Unique Visitors:** 4915 **Page Views:** 24,049
Format Accepted: gif or jpg (no animation) maximum 35K or under

Online Edition

The *Stylist & Salon Newspapers* are also available online in a digital format. Your print ad will appear in our **Online Edition** free of charge with the option of having a hyperlink to redirect the reader to your website and/or email address:

Hyperlink Option: **\$50/monthly** each edition | **\$150/monthly** for all 4 editions

What's New in the Market - Product Spotlight

Now as an added advertising opportunity, you can get your product or service prominently featured in the *What's New in the Market* Section. Simply provide your product image, 100-150 words of editorial, phone number and web address and we will do the rest. Reach 110,000 potential new customers in Oregon, Washington, California, Texas and Ohio.

What's New in the Market Feature: **\$1000/monthly** (all editions)

The What's New in the Market feature is included FREE on our website and online edition with hyperlinks redirecting readers to your website and/or email address.



Bonus What's New in the Market Online Feature: **\$100/month** (online only)

In addition to our printed editions, our online edition features bonus product spotlights for purchase. Now you can affordably reach our online-only audience. Simply provide your product image, 100-150 words of editorial, phone number and web address and we will do the rest.

Classified Ads

The classifieds are a frequently referred to reference in the *Stylist & Salon Newspapers*. The classifieds include categories for stations for lease; shops for sale; salary/commission positions available; used equipment; education; miscellaneous; profitable sidelines; wanted; and business opportunities. Included in the price is your classified posted on our website and in our online edition.

Classified Word Ads

- **Northwest Stylist or Ohio Stylist** — \$40 minimum for 1 to 30 words
- **California Stylist or Texas Stylist** — \$50 minimum for 1 to 30 words

Classified Display Ads

Display ads are available in the classified section of the newspaper. Rates are based on column inches. Classified display ads are one column in width. Minimum size of a display classified is one column by one inch.

	California	Ohio	Northwest	Texas
• Per column Inch	\$100	\$70	\$70	\$85

Circulation

The *Stylist & Salon Newspapers* are mailed FREE every month to all licensed salons and barber shops* in each of the states listed. The papers are also mailed to schools, distributors and manufacturers in the beauty industry.

The *Stylist & Salon Newspapers* are the only beauty trade papers that are endorsed by the state regulatory agencies in their respective areas. * Ohio Stylist is not mailed to barber shops.

Monthly Circulation

California	40,000
Northwest	20,000
Ohio	18,000
Texas	25,000

Total Monthly Circulation 103,000

Columns

Esthetic Endeavors

Special hints and advice on esthetics, along with the latest information concerning regulations from an esthetic expert.

Blue Highways

A hairstylist's view on the ever-evolving beauty industry.

Beauty Business Buzz

Ideas and strategies to increase your bottom line from leading business experts in the beauty industry.

The Nail Extension

Business ideas for the nail technician from an experienced, practicing nail industry professional.

Better Business

Business strategies for the owner and salon team to create success, balance and prosperity with a happy work environment and satisfied customers.

From the Board

Provides information about the latest developments in licensing and regulation of the industry and to keep practitioners informed.

Featured Columns

Various columns appear periodically from experts in their field. Also, articles to keep the reader informed on their associations appear monthly.

Classified Ads

Traditional classified ads used by readers to buy and sell equipment, advertise for staff, hire employees, etc.

What's New In The Market

A full page of intriguing new products that every stylist should be aware of is featured in each issue.

Calendar

A free listing of classes, seminars, shows and events. The only publication that keeps you up-to-date on happenings in our local area.

Deadlines

Ad deadlines are approximately the 10th of each month prior to publication. Contact *Stylist & Salon Newspapers* for exact deadlines.

Ad Design & Ad Specs

The *Stylist & Salon Newspaper* is printed on 32# 72HiBright Newsprint using a Web press. The final trimmed size is 10.75" W x 11.625" H. The live printing area is 9.95" H x 10.85".

Ad design is included in the price of your ad. We will gladly create your ad and submit to you a proof of the final copy to ensure that you are happy with the results.

Digital File Requirements:

We prefer high resolution **EPS files** or **PDF files** created using the **PDF/X-3A standard with fonts embedded**. We work with many files type, but please call ahead if you are unable to send an EPS or PDF.

Please follow up all uploads with an email containing the file name and folder location of the ad.

ALL RATES QUOTED NET, IN U. S. FUNDS AND PAYABLE IN ADVANCE. No discount for advertising agencies. Advertiser promises to pay Holland Graphics, Inc. for the cost of the advertisement within 10 days of publication of the advertisement. Any balance which remains unpaid after the date due shall accrue interest at a rate of 1.5% per month until paid. If an attorney is retained to recover any unpaid balance due hereunder, Advertiser and the undersigned shall be responsible for all costs of collection including fees; the amount of such attorney fees shall be fixed by the court in which any suit or action is tried, heard or decided, including any appeal. It is agreed that exclusive jurisdiction shall vest in the courts of Multnomah County, State of Oregon, with Oregon law applying.