



HAIR

& Beauty SCOPE

Royston Blythe

RATES 2011

We do hair and beauty. You do life.



Now in its 5th year of operation **Hair & Beauty Scope** is devoted to marketing and promoting the hair and beauty industry in South Africa. We promote your brand online, via social media and through our publication – **Hair & Beauty Scope Magazine**.

Hair & Beauty Scope Magazine

From the professional empire of hair and beauty brands straight into professional salons and into the homes of South Africa's everyday woman. **Hair & Beauty Scope Magazine** keeps-up-to-date with the latest industry trends and showcases a variety of quality hair care and beauty products and services. **Hair & Beauty Scope Magazine** hits shelves **quarterly** at the retail price of R19.95 incl VAT, 5000 copies are distributed nationwide to CNA stores, hair salons, beauty/health spas as well as various shows, exhibitions and training institutions around the country. Readership ± 20 000.

Hair & Beauty Scope Website

With over 20 000 monthly unique visitors and growing, www.hairscope.co.za has an online subscriber base of over 5000 hair and beauty followers, this steadily increases on a weekly basis. We showcase products, services and salons on the site with branded visual exposure, and with links and listings in our find a product or find a salon sections. Visitors to our site are specifically looking for hair and beauty products and are brand and web conscious. This gives you the benefit of reaching your direct target market and allows you to build a more engaged audience and community for your brand.

Managed Email Marketing Campaigns

Because our subscribers have asked to be kept up-to-date with the hair and beauty industry we are able to successfully get results via direct marketing. Our subscribers look forward to our monthly e-newsletter appearing in their inbox. It allows us to speak directly to your target market and create brand awareness with links directly from the e-newsletter to your brand, product or service.

Hair & Beauty Scope Facebook

With over 500 million active users - Facebook allows us the opportunity to begin the "communication" process and engage your audience at the same time. We update our page on a regular basis allowing us to quickly and efficiently reach out to your prospective clients.

Hair & Beauty Scope Twitter

Twitter is a popular platform that allows us to instantly get your message across. Hair & Beauty Scope uses Twitter to promote brand awareness by announcing new products, sales and deals and keeping followers up-to-date with any events and promotions in the industry. We tweet on your behalf.

ISSUE

Winter/Spring 2011
Spring/Summer 2011
Summer/Autumn 2012
Autumn/Winter 2012

BOOKING/ARTWORK

26 July 2011
24 October 2011
30 January 2012
tbc

ON SHELF

August 2011
November 2011
February 2012
tbc

The above dates are an estimate, we reserve the right to revise dates specifications at any time.

www.hairscope.co.za

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IMPORTANT

- Quarter page advertisers do **NOT** qualify for online marketing options and will not be included in any online marketing campaigns.
- DPS and full page advertisers get priority marketing above half page advertisers.

RATES

COVERS

Inside front DPS	R15 500
Inside back	R7 500
Outside back	R12 700

GENERAL

DPS	R10 500
Full page	R6 500
1/2 page	R3 500
1/4 page	R1 750

SACHET INSERTS FREE - Minimum 250

FRONT COVER R40 000

- Cover branding and option to submit cover visual.
- Acknowledgement on contents page with product branding.
- DPS in publication.

Payment: 50% deposit on booking. 50% on publication.

The Hair Publication

First National Bank , Table View

Branch Code: 203809

Account Number: 62110356020

Email proof of payment: sara@hairscope.co.za

Prices exclude vat and agency commission.

MATERIAL SPECIFICATIONS

Online

Please supply your logo and pics in jpg format. Wording in a word document.

Magazine

DPS*	275	x	420	mm	5mm bleed
Full page	275	x	210	mm	5mm bleed
1/2 page horizontal	126.5	x	190	mm	
1/2 page vertical	275	x	104	mm	5mm bleed
1/4 page horizontal	63	x	190	mm	
1/4 page vertical	126.5	x	94	mm	

*Allow 10mm either side of gutter for type in middle of DPS

Digital: High-resolution PDF, EPS or JPG - 300dpi
5mm bleed. No colour bars or registration marks.

Colour: High quality colour proofs supplied with artwork.
We are not responsible for colour discrepancies.

Email Art: sara@hairscope.co.za

Delivery: 14 Brentwood, 35 Wood Drive, Table View 7441
or PO Box 20363, Big Bay, 7448

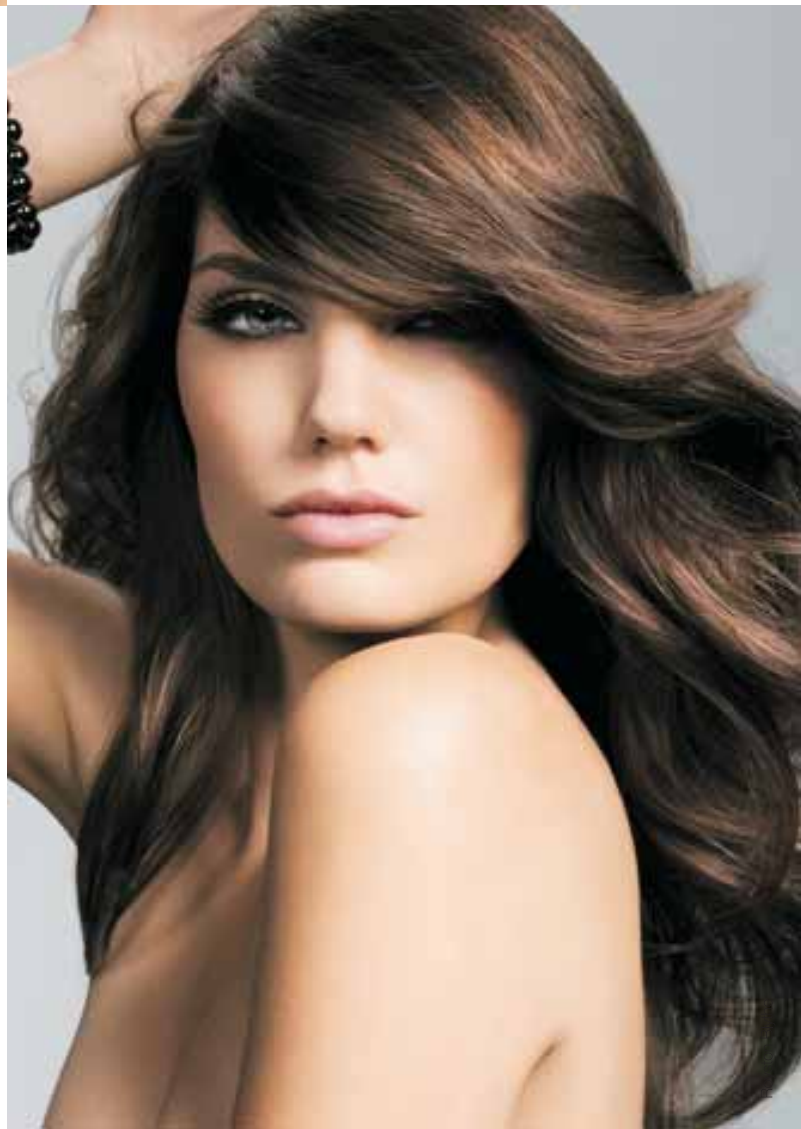
CONTACT

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E-mail: sara@hairscope.co.za
www.hairscope.co.za

We do hair & beauty. You do life.



HAIR & Beauty SCOPE

We do hair, health & beauty. You do life.

CK 2006/107457123

P.O. Box 20363, Big Bay 7448 • www.hairscope.co.za
Cell: +27 083 633 2194 • E-mail: sara@hairscope.co.za

BOOKING

Business Name: _____

Contact Person: _____

Personal Capacity: _____

Date: _____

Postal Address: _____

Physical Address: _____

Tel (w): _____

E-mail: _____

Fax: _____

Cell: _____

Website: _____

COVERS

Inside front DPS	R15 500	<input type="checkbox"/>
Inside back	R7 500	<input type="checkbox"/>
Outside back	R12 700	<input type="checkbox"/>

GENERAL

DPS	R10 500	<input type="checkbox"/>
Full page	R6 500	<input type="checkbox"/>
1/2 page	R3 500	<input type="checkbox"/>
1/4 page	R1 750	<input type="checkbox"/>

SACHET INSERTS FREE - Minimum 250

FRONT COVER R40 000

Prices ex VAT

Issue: _____

Products used in salon: _____

Type/Size of Advert: _____

TOTAL: _____

Signature of applicant

2 Copies of the publication will be posted free of charge to client.
Further copies requested will be for clients own cost, please arrange to
send courier service to collect additional copies.

STRICTLY – 50% Deposit booking/invoice and 50% on publication.

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BANKING DETAILS:

The Hair Publication
First National Bank -Table View
Account Number: 62110356020
Branch code: 203809

TERMS AND CONDITIONS:

- All advertisements placed in this publication produced by The Hair Publication are payable 50% in advance to secure the printing and publishing and will only be refundable in the unlikely event of non-publication and the remaining 50% payable on publication.
- The signatory of this agreement binds him/herself as surety and co-principal debtor for the obligations of the client under this agreement and with the client agrees to pay collection commission at the rate of 10% and cost of an attorney and his own client scale should it be necessary for the supplier to institute action against the client for the payment or recovery of any amount.
- All costs and damages incurred by cancellations/non payment will be paid by the advertiser.
- No advert is refundable due to an objective quality defect.