

MEDIA KIT

2023



NONPROFIT • ADVOCACY • COMMUNITY



THE PROFESSIONAL BEAUTY ASSOCIATION EXISTS TO

UNITE, ELEVATE & SERVE

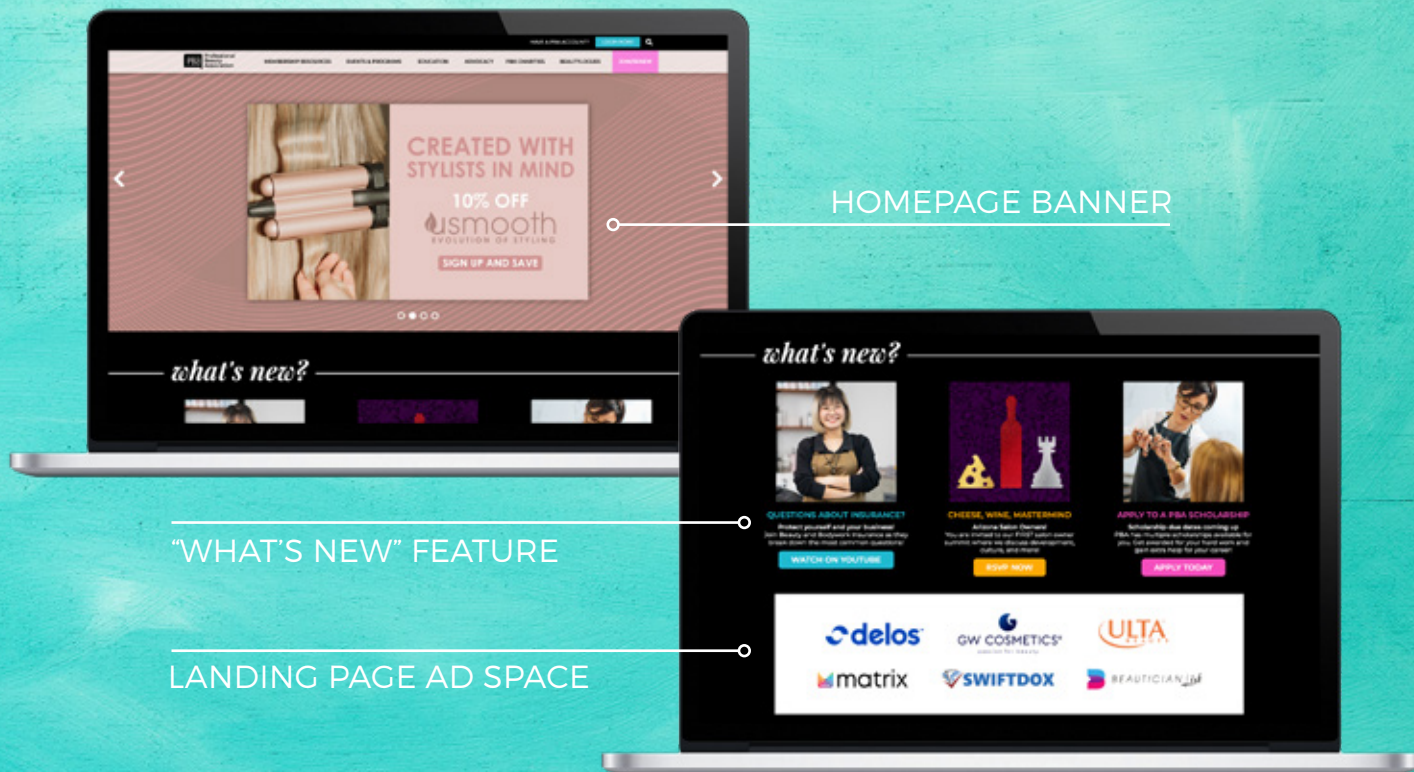
THE BEAUTY INDUSTRY AND THE PROFESSIONALS
WHO IMPROVE PEOPLE'S LIVES.



Opportunities to reach over 450,000 qualified
professional beauty audiences including segments such as:

MANUFACTURERS | DISTRIBUTORS

LICENSED PROFESSIONALS | STUDENTS | SCHOOLS



WEBSITE OPPORTUNITIES

Our website is a **central hub** where we house all news, research and the latest industry information and resources.

Reach the professional beauty professionals who visit **probeauty.org** annually with our **premium ad space**.

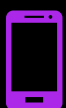
AVAILABLE PLACEMENTS INCLUDE:

- Home Page Banner
- "What's New" Feature
- Landing page ad space

STARTING @ \$500

WITH CUSTOM PACKAGES AVAILABLE.

KEY STATS



56% TRAFFIC
ON MOBILE



2:30+ MINUTES SPENT
ON SITE PER VISIT

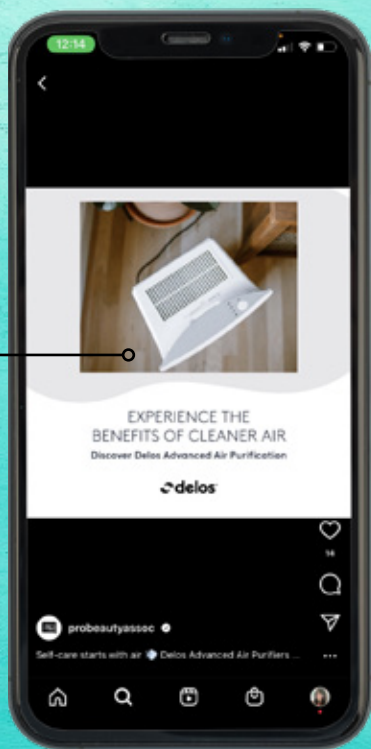


PRIMARY AUDIENCE:
25-34 YR. OLD FEMALES



330K+
UNIQUE USERS

STORY
FEATURES



FEED POST



SOCIAL MEDIA

Partner with us on social! Whether you're interested in unique posts, reposts, stories or highlights, we can create a **custom package** that is sure to meet your needs and reach our **highly engaged audience**!

AVAILABLE PLACEMENTS INCLUDE:

- Story Features
- Feed posts
- Custom campaigns

POSTS RANGE
FROM \$500 -
\$2,000

DEPENDENT ON
PLATFORM.

KEY STATS



AD
PLACEMENT

clients—Kendall, Hailey, Jennifer Lopez, Kim Kardashian and more—sculpted but fresh skin.

[READ MORE >](#)

**INTRODUCING
THE beSPOKE™ TRIMMER**

METAL ALLOY BODY
Sleek, strong housing

PREMIUM CTX 2 SLIDE
Precision for facer and designs

ELEVATED DESIGN
Contoured edition

WIRELESS CHARGER
Quick, convenient power

SOFT-TOUCH GRIP
Comfortable, creative control

MADE IN U.S.A.
of domestic and foreign parts

SHOP NOW

Use code **PBA15** to get **%15 OFF** and **Free Shipping** on your next online Andis order.

14 Beauty Trends That Will Be Everywhere in 2023
Glamour

If you like to stay ahead of the trends, you've come to the right place. We love a little

**premiere
ANAHEIM**
THE ULTIMATE BEAUTY EXPERIENCE
APRIL 2-3, 2023
ANAHEIM CONVENTION CENTER

Aveda Appoints Luis Gonzalez Color Director on Hair Care Brand's North America Artistic Team
Aveda

Luis Gonzalez has been named the color director on Aveda's North America Artistic Team. "I am beyond honored to be North America Artistic director for hair color," said Gonzalez. "My goal in this new role is to inspire artists to express themselves through hair color by elevating their artistry and expanding their skills."

[READ MORE >](#)

PBA NABA
NORTH AMERICAN BEAUTY AWARDS
**FINALISTS
ANNOUNCEMENT**
f LIVE
FEBRUARY 1ST, 11AM PT
WITH SPECIAL GUEST MICHAEL SHAWN COBBY

Get Polish With 60-Second Removal?! CND Launches All-New Shellac Luxe™
behindthechair.com

It's official. Removing gel polish just got way easier...seriously, nail pros are now able to remove Shellac in only 60 seconds! **CND** just

FEATURED
ARTICLE OR
CONTENT

PBA CONNECTION NEWSLETTER

Reach our **engaged Membership**. Advertising options include **banner ads, highlights and features**.

AVAILABLE PLACEMENTS INCLUDE:

- Ad placement
- Feature article or content

**STARTING
@ \$1500**

FOR A SINGLE AD UNIT.

PACKAGES AND FEATURES
ALSO AVAILABLE.

PREMIUM PLACEMENTS
ADDITIONAL.

KEY STATS



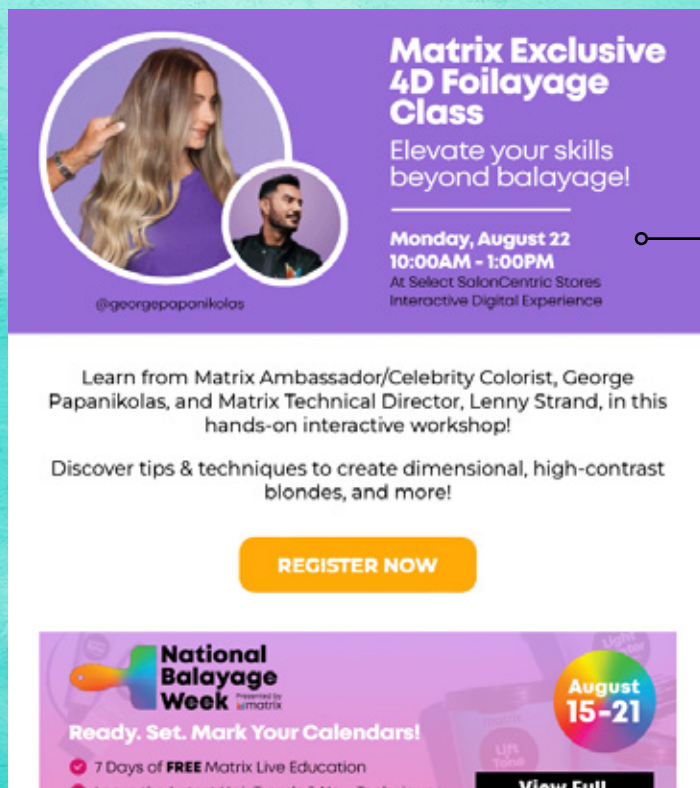
NEWSLETTER 40%
AVERAGE OPEN RATE



MEMBER MONDAY 35%
AVERAGE OPEN RATE



1.5% CLICK
THROUGH RATE



TARGETED SEND (ON-TIME)
OR TARGETED CAMPAIGN
(MULTIPLE SENDS)

DEDICATED EMAIL

Create a customized email to drive Members to **engage and interact with your brand**.

Work with our experienced design and email team to bring your email communication to life!

AVAILABLE PLACEMENTS INCLUDE:

- Targeted send (one-time)
- Targeted campaign (multiple sends)

STARTING
@ \$2500

KEY STATS



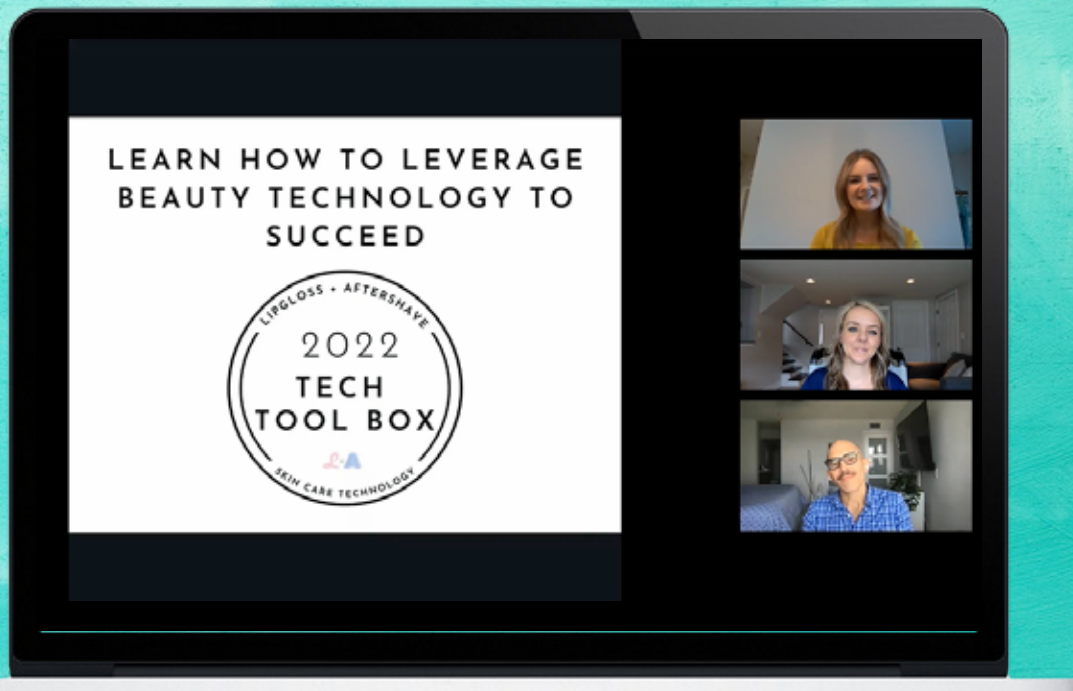
REACH OVER 350K
MEMBERS



TARGET YOUR
COMMUNICATIONS



CUSTOMIZABLE AND
DESIGN AVAILABLE



VIRTUAL EDUCATION OPPORTUNITIES

Ongoing education is a great way to bring your brand to life. Our interactive platform enables your brand to be **visible at every touchpoint** from registration to presentation.

Put your brand at the forefront of our education with our custom **virtual education packages**.

PLEASE CONTACT

EDUCATION@PROBEAUTY.ORG
FOR SPONSORSHIP DETAILS
AND PRICING.

KEY STATS



BRAND VIDEOS AND
PROMOTIONS INCLUDED



AVERAGE 50 REGISTRANTS
FOR VIRTUAL EDUCATION
SERIES



EMAILED TO OUR
350K+ DATABASE



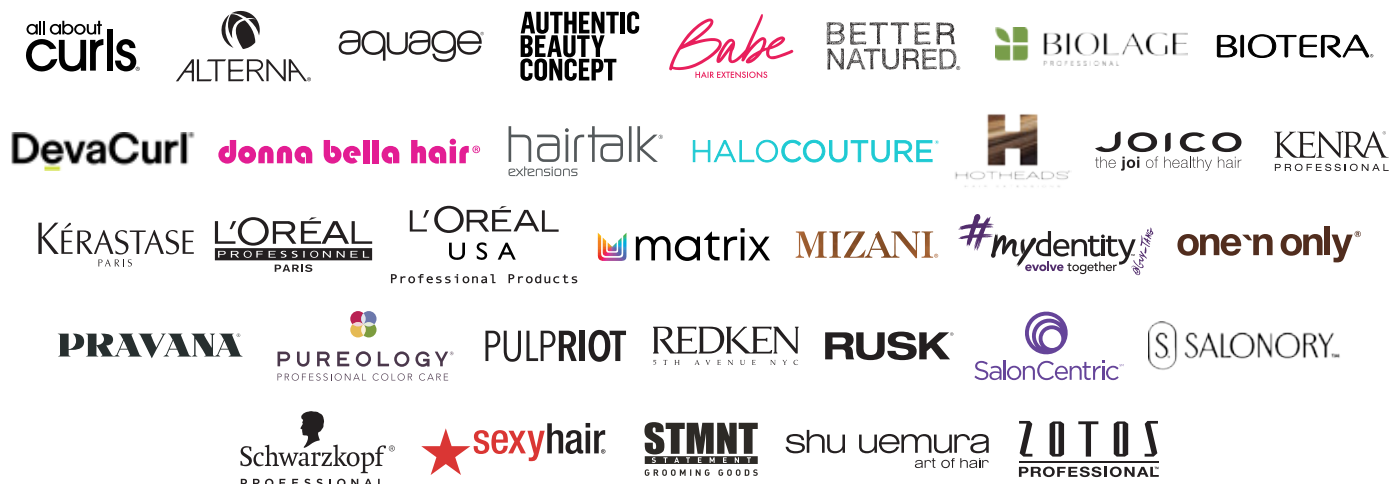
VISIONARY MEMBERSHIP

INCLUDES A CUSTOM MARKETING PACKAGE
THAT CAN HAVE ANY MIX OF THESE OPPORTUNITIES
DEPENDING ON THE LEVEL.

CONTACT INFO@PROBEAUTY FOR MORE DETAILS.

SPECIAL THANKS TO OUR VISIONARY MEMBERS

VISIONARY ELITE



VISIONARY PLUS

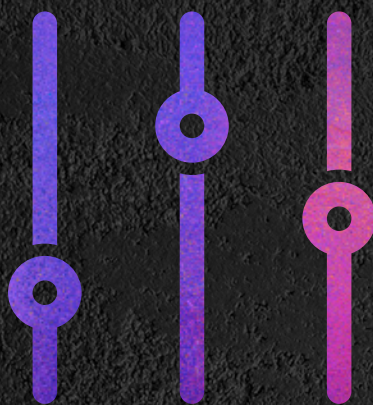


VISIONARY



Learn how our comprehensive Visionary
Membership can help elevate your brand.

CONTACT
INFO@PROBEAUTY.ORG



CUSTOMIZED PACKAGES

LOOKING FOR A MORE CUSTOMIZED
SPONSORSHIP OPPORTUNITY?

WE CAN DO THAT!

Contact us for more details on putting together
your custom opportunity today!



480.281.0424



INFO@PROBEAUTY.ORG



PROBEAUTY.ORG



7755 EAST GRAY RD
SCOTTSDALE, AZ 85260



Professional
Beauty
Association

NONPROFIT • ADVOCACY • COMMUNITY