

salonfocus

NHBF

Supporting the hair, beauty
and barbering industries

SALONFOCUS IS THE NATIONAL HAIR & BEAUTY FEDERATION'S
AWARD-WINNING MEMBERSHIP MAGAZINE WITH A REACH OF UP TO
5,000 SALON & BUSINESS OWNERS, RUNNING MORE THAN **14,000** SALONS.



Trade Association Forum Awards: Publication of the Year 2023

Nominated: International Content Marketing Awards 2020: Best Designer

SILVER: Association Excellence Awards 2023: Best Association Newsletter or Magazine (circulation up to 6,000)

MEDIA INFORMATION 2024

redactive

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***Salonfocus* is the official award-winning membership magazine of the National Hair & Beauty Federation.**

Salonfocus is the official magazine of the NHBF – the largest, most authoritative voice in UK for hairdressing, barbering and beauty.

Carrying your message to over **5,000** salon owners – running more than **14,000** salons – with a combined annual turnover exceeding £2.5bn.

NHBF Members are solely responsible for annual purchases of more than £350m across a wide spectrum of products and services.

Salonfocus is the 'go-to' magazine for the latest news and views, trends and tools, services and solutions to impact salon and barbershop owners.

The need to support, guide and advise NHBF Members so their businesses survive and thrive are core to the magazine's remit.

The insightful features are combined with experts' top tips, engaging interviews, relevant resources and informative infographics, as well as some image-led inspiration to encourage colour, cut and artistic creativity.

PURCHASING POWER

Salonfocus is the essential read for owners of hairdressers, barbershops and beauty salons in the UK. This means that your partnership with us will land in the hands of those with purchasing power or with a genuine interest in what you have to say.

Advertising within these pages will ensure that your brand and proposition are recognised and understood by the hairdressing, barbering and beauty community, those who are influencers and decision-makers who control how and with whom budgets are spent.

You'll attract the attention of a highly targeted audience that can truly make a difference.

OTHER THOUGHT LEADERSHIP OPPORTUNITIES

'Support & Advice Column' - £995 per issue (minimum 4 issues)

With useful tips and information for our membership from you, our sponsor

'Q&A Thought Leadership' articles - £2,145

Usually involving the CEO or senior member of your organisation, to impart useful & insightful information to the NHBF membership

'Infographics' Sponsor opportunity - £750 per issue

Highlighting industry trends and business practices impart useful & insightful information to the NHBF membership

Advertising rates

Size and position	Price
Double page spread:	£3,220
Full page:	£2,145
Half page:	£1,430
Cover positions:	£2,360
Advertorial	£2,680

Discount rates

No. of issues	Discount
2 x issues	7%
4 x issues	15%

Bound inserts **+10%**

Cover mount inserts **+30%**

Belly band, creative inserts and spreadmarkers **POA**

Inserts*

Weight in g	Rate
Inserts up to 10 grams (Full run of 5,000)	£2,250
Inserts over 10 grams	Price on request

*Please note all insert bookings are provisional until a hard copy sample has been seen and approved by Redactive.

"Salonfocus is more than just a members' magazine. It's a window into the interests, concerns and passions of business owners and employers in the hairdressing, barbering and beauty industries."

Richard Lambert
Former Chief Executive, NHBF



E-NEWSLETTER

Sent out fortnightly, the e-newsletter is sent to over **32,500** industry professionals: **5,000** NHBF Members and **27,000** non-members; it is used to drive traffic to your website or target location online.

This digital communication offers advertisers an effective and immediate means of both raising your profile and driving traffic to your websites. The email benefits from a high level of engagement with above average open and click through rates.

The newsletter is mobile optimised to ensure content and advertisements render correctly regardless of the device on which it is read on.

ADVERTISING RATES

Type	Size/package	Price
Leaderboard (A)	600 x 200	£880 + VAT
MPU (B)	300 x 250	£660 + VAT
Footer banner (C)	600 x 200	£550 + VAT
Email exclusivity	-	£1,870 + VAT



SOLUS EMAILS

Be the sole sponsor of a *Salonfocus* magazine solus email sent to over **32,500** industry professionals: **5,000** NHBF Members and **27,000** non-members. Including in-email content plus a call to action, solus emails are a highly effective way to engage the audience.

ADVERTISING RATES

Type	Price
Solus Email	£2,200 + VAT



SOCIAL MEDIA

Elevate your advertising with a Social Media campaign. With a tailored strategy that includes Facebook, Instagram and LinkedIn. Target our followers consisting of:

- Facebook Followers - **135,000**
- Instagram followers - **81,000**
- LinkedIn Followers - **2,000**

We offer a variety of Social media opportunities including Posts, Reels and Insta Live. Prices from £300 per month



* all rates are exclusive of VAT

SPONSORSHIP OPPORTUNITIES

Align your brand with the NHBF Top 100 Influencer Awards and benefit from association with the most prestigious of this year's influencers in the hair and beauty industry. The awards deliver a huge impact - raising the profile of the industry – and giving your brand the opportunity to be broadcast to a huge, interested audience.

The NHBF Top 100 Influencers 2023 event had over 100 professionals from the hair and beauty industry, gathering together to celebrate and acknowledge the efforts of individuals who have been instrumental in promoting and shaping the industry on social media.

In 2023, during the NHBF Top 100 announcement week, the event had excellent reach and engagement across the Hair and Beauty sector, including:

- Generating **105,436** impressions across social media channels
- The awards campaign had **17,095** post reach with **828** engagements
- NHBF social media had 3,610 profile activities, with **3,492** profile visits
- 2,800 hair and beauty professionals viewed the NHBF Top 100 Influencers Reel
- The campaign delivered over **1,000** content interactions
- NHBF welcomed **22.2%** new followers

This is your opportunity to get involved for 2024 – be a sponsor and benefit from association with the best event in the industry.



"What a night! As the new Chief Executive at the NHBF, it was great to meet so many new (and familiar) faces who work so hard to promote their skills in our sector. I want to congratulate all of the winners from 100 to 1! We had a lot of fun at a bigger and brighter venue, where we played bonkers bingo and gave away some amazing spot prizes. The whole point of the Top 100 Influencers Index is to showcase qualified creative talent across social media platforms, giving hair and beauty professionals a chance to be recognised for what they do. I can't wait to see what you all do in 2024!"

Caroline Larissey
Chief Executive, NHBF

HEADLINE ANNUAL SPONSORSHIP OPPORTUNITY

The NHBF's annual industry statistics offer a valuable overview of the state of the hair, beauty and barbering industries in the UK. The data in the report includes success rates, turnover, start-up numbers, working patterns, apprenticeships, age, gender and industry trends.

Key findings for 2022 include:

- The hair and beauty industry generated £4.6bn in turnover in 2020-2021.
- The number of hair & beauty businesses in the UK increased by 2,215 to 48,425 between March 2021 and March 2022. Within this total, the number of business turning over less than £100k per year increased by 5,800, while the number turning over more than £100k fell by 3,500.
- More than 75% of hair and beauty businesses employ fewer than five people and 95% employ fewer than ten people.
- The number of apprenticeships starts increased in all four countries of the UK in 2021-22 for the first time since 2016-17.

The NHBF survey gathers views from a good representation of businesses in the personal care sector across all areas including city centres, town centres and villages in England, Northern Ireland, Scotland and Wales.

Covering issues around staffing, taxation, future issues and the action being taken by the NHBF in lobbying the Government and supporting its members.

Suppliers have opportunities for amplified visibility across the industry by sponsoring the quarterly NHBF Survey and aligning their brand alongside the NHBF. Being the annual sponsor of the NHBF industry survey will give your organisation enhanced integrity and a position of strong thought leadership.

Sponsorship of the NHBF 'State of the Industry Report' - published 4 times a year giving premium positioning and branding.

Annual Sponsorship of the Survey - £10,000 per annum

3 Year Sponsorship of the Survey - £27,000



FORWARD FEATURES

EXTERNAL 2024

WINTER (JANUARY 2024)

AI AND THE INDUSTRY

SUSTAINABILITY

BUSINESS SOFTWARE

WHAT DOES A 'GOOD' SALON OWNER LOOK LIKE?

HAIR LOSS - HOW TO DEAL WITH AND SPEAK TO CLIENTS, TRAINING STAFF, ETC

HR ISSUES PART 4 - EMPLOYMENT CONTRACTS

SALON FINANCE AND NEGOTIATION

HOW TO PREPARE FOR THE BIG SWITCH OFF

SPRING (MARCH 2024)

HAIR LOSS PART 2 - HOW TO ADD HAIR LOSS SERVICES AND PRODUCTS TO YOUR BUSINESS

SUSTAINABILITY - EXPLAINING TERMS AND DEBUNKING MYTHS

TRICHOTILLOMANIA - RAISING AWARENESS

RECRUITMENT

SALONS AS HEALTH HUBS

COMPETITIONS - ARE THEY STILL IMPORTANT? ARE THEY PRICING SOME OUT?

CREATING CO-WORKING SPACES

EDUCATION: FACE TO FACE OR ONLINE?

HOW TO... CREATE A BUSINESS STRATEGY

SUMMER (JULY 2024)

THE FUTURE OF THE INDUSTRY

VULNERABLE TIMES - FINDING YOUR DIRECTION

CUSTOMER JOURNEY

POSTURE

T-LEVELS

AUTUMN (SEPTEMBER 2024)

XMAS RETAIL

SUPPLYING ARTWORK

Salonfocus operates a digital workflow system and so prefers to receive artwork as a Pass4Press PDF via email to jane.easterman@redactive.co.uk, or via <https://filetransfer.redactive.co.uk/filedrop/jane.easterman>

Colours should be saved as CMYK with fonts and hi-resolution images embedded.

We are able to accept some other formats with prior agreement with:

Jane Easterman
 (+44 (0) 20 7880 6248).

Word or PowerPoint files are NOT acceptable as artwork.

Digital data

File Types Accepted

Digital display/images: JPEG, PNG, GIF

Sponsored email: HTML (to be replicated), Word Doc

Digital copy contact: salonfocus@redactive.co.uk



DATES

ISSUE	BOOKING DEADLINE	PUBLISHED
Spring 2024	Friday 1 March	Thursday 28 March
Summer 2024	Tuesday 4 June	Monday 1 July
Autumn 2024	Tuesday 3 September	Monday 30 September
Winter 2025	Thursday 5 December	Thursday 9 January

SPECIFICATIONS

FULL PAGE (H X W)

Type - 246mm x 190mm

Trim - 270mm x 210mm

Bleed - 276mm x 216mm

HALF PAGE

H: 120mm x 190mm

V: 246mm x 92mm

DOUBLE PAGE SPREAD (H X W)

Type - 246mm x 400mm

Trim - 270mm x 420mm

Bleed - 276mm x 426mm