

Engage with over

193,891

UK & Irish Beauty and
Hairdressing Professionals



We are

In Touch



Associated
Beauty Therapists

**BEAUTY &
hairdressing**

**Irish
beauty**



UK

Ireland



Associated
Beauty Therapists

UK's Leading Insurance Provider

www.abtinsurance.co.uk

Associated Beauty Therapists is the UK's leading membership and insurance provider who support therapists, salon owners and students in their careers and businesses. ABT engages with insured, trained and verified professionals as well as accrediting training schools across the country.



UK's Leading Insurance Provider

www.beautyandhairdressing.co.uk

BeautyandHairdressing.co.uk is here to assist you in strengthening your brand's marketing strategy. The very nature of our database means we can identify and extract your key clients more efficiently to ensure your marketing campaign engages with the people most beneficial to your company.



Associated
Beauty Therapists

Ireland's Number One Insurance Provider

www.abtinsurance.ie

Associated Beauty Therapists is Ireland's number one membership and insurance provider offering professionals and training schools across the country cover and accreditation within the industry.



Leading Beauty Trade, News, Magazine and Event

www.irishbeauty.ie

Statistically proven to be Ireland's largest, most attended annual trade beauty event. The Irish Beauty Show is the only beauty show to verify with industry identification to know exactly who walks through the doors. This explains why Irish Beauty has a number one trade beauty magazine with over 11 years' heritage reaching an ever growing, highly targeted database.

We are In Touch with 193,891 UK & Irish Professionals



4 MONTH CAMPAIGN

8 x Email Newsletter Adverts

Monthly Contacts: 77,562

8 x Social Media Posts

Monthly Likes/Follows: 59,790

4 Months Banners

Monthly Impressions: 292,112

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

Member Portal Special Offer

Bespoke to the Client

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

Business Profile Page

Monthly Impressions: 292,112

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

4 x Full Page Adverts

Monthly Digital Circulation: 56,539

- Beauty & Hairdressing Magazine
- Irish Beauty Magazine

Subscribers & Members

Monthly Insured, Trained & Verified 23,002

- Associated Beauty Therapists
- Associated Beauty Therapists Ireland



4 MONTH CAMPAIGN

4 x Email Newsletter Adverts

Monthly Contacts: 44,025

4 x Social Media Posts

Monthly Likes/Follows: 23,124

4 Months Banners

Monthly Impressions: 210,870

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

Member Portal Special Offer

Bespoke to the Client

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

Business Profile Page

Monthly Impressions: 210,870

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

2 x Full Page Adverts

Monthly Digital Circulation: 37,002

- Beauty & Hairdressing Magazine
- Irish Beauty Magazine

Subscribers & Members

Monthly Insured, Trained & Verified 19,007



4 MONTH CAMPAIGN

4 x Email Newsletter Adverts

Monthly Contacts: 33,537

4 x Social Media Posts

Monthly Likes/Follows: 36,666

4 Months Banners

Monthly Impressions: 81,242

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

Member Portal Special Offer

Bespoke to the Client

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

Business Profile Page

Monthly Impressions: 81,242

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

2 x Full Page Adverts

Monthly Digital Circulation: 19,537

- Beauty & Hairdressing Magazine
- Irish Beauty Magazine

Subscribers & Members

Monthly Insured, Trained & Verified 3,995

Total Engagement: 193,891 per month

Total Engagement
104,151 per month

Total Engagement
89,740 per month



1 MONTH CAMPAIGN

2 x Email Newsletter Adverts

Contacts: 77,562

1 Month Banners

Monthly Impressions: 292,112

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

2 x Full Page Adverts

Digital Circulation: 56,539

- Beauty & Hairdressing Magazine
- Irish Beauty Magazine

Total Engagement: 193,891



1 MONTH CAMPAIGN

1 x Email Newsletter Advert

Contacts: 44,025

1 Month Banner

Monthly Impressions: 210,870

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

1 x Full Page Advert

Digital Circulation: 37,002

- Beauty & Hairdressing Magazine
- Irish Beauty Magazine

**Total Engagement
104,151**



1 MONTH CAMPAIGN

1 x Email Newsletter Advert

Contacts: 33,537

1 Month Banner

Monthly Impressions: 81,242

- BeautyandHairdressing.co.uk
- IrishBeauty.ie

1 x Full Page Advert

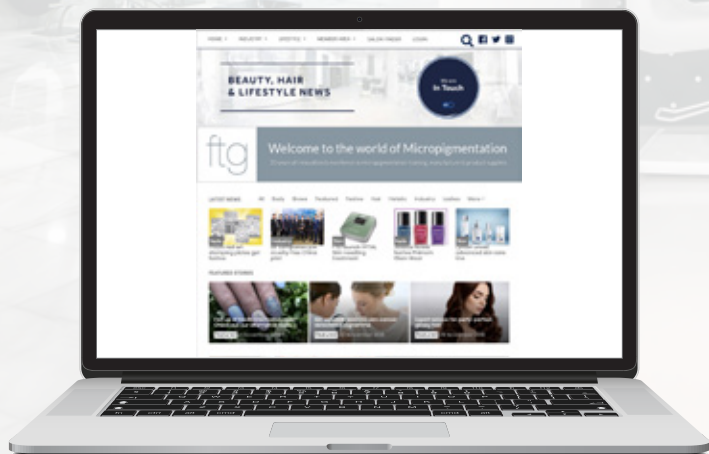
Digital Circulation: 19,537

- Beauty & Hairdressing Magazine
- Irish Beauty Magazine

**Total Engagement
89,740**



- 292,112 Monthly Impressions
- Featured Articles
- Member Portal Special Offers
- Business & Career Advice
- Salon Finder
18,000 Contact Database
- Accredited Training Provider Finder
Over 1000 Contact Database



Native Advertorials

218 x 150px

Positioned within the daily news feed and Featured News sections, native advertorials allow you to promote your brand, product or service in more detail. Advertorials can be up to 500 words in length with images and links, and provided pre-written by yourself (subject to editorial approval) or compiled by our editorial team. These can also be positioned on our e-newsletter.

Native Newsfeed ads

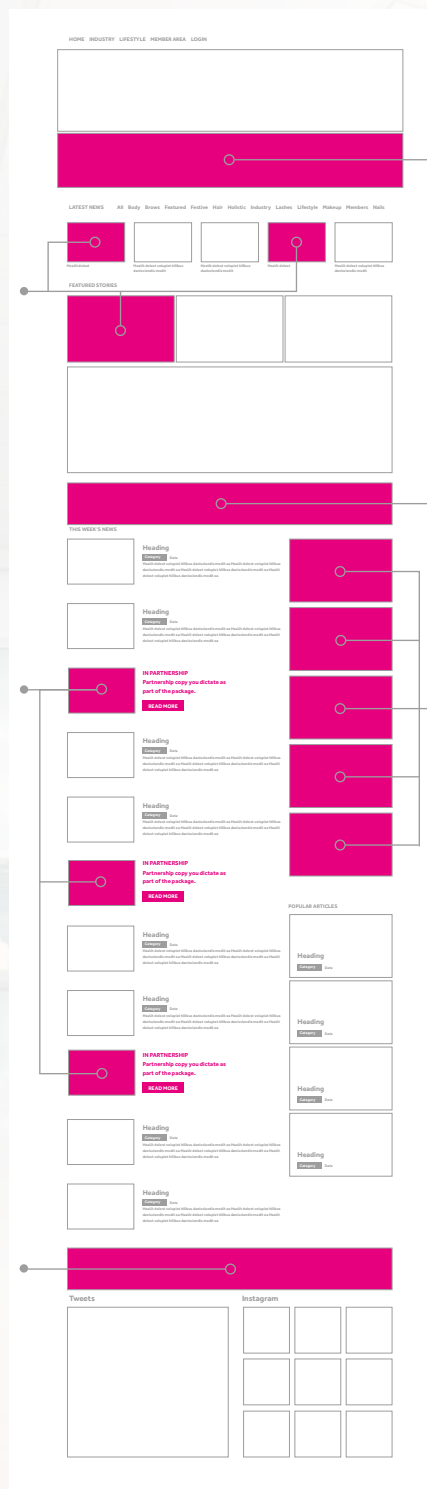
218 x 150px

Our constantly changing News Stream ensures website visitors scroll down the homepage. With this in mind, we have introduced Native News Feed Ads within our This Week's News stream, ideal for adverts with a strong CTA.

Footer Banner

1164 x 200px

Bookend your message with a further iteration in the footer and/or position your message alongside our social media updates.



Home Page Header Banner

1164 x 200px

Ensure maximum exposure. This static position ensures your advertisement is displayed each time the homepage is loaded.

Banner Adverts

1164 x 200px

Two rotating positions for Banner Adverts are available on our homepage in popular positions, appearing below our online video content, and also above our social media streams.

These spaces are particularly effective if you wish to promote multiple brands.

Sidebar Button / 5 Button deep Skyscraper

356 x 220px

Up to 5 static advert positions are available within the Home Page Side Bar. These positions can be booked for individual adverts, or should you so choose, as an extended Tower advert to fill the full space or a section of it.





Premium Screen Real Estate

- Members Registration Page
- Accredited Trainers
- Insured Members & Salons
- Member Offers
- Treatment of the Month
- News Pages
- Competition Pages

Treatment of the Month

Do you have a treatment that you would like to promote to industry professionals and students through step-by-step video tutorials? Our Treatment of the Month section offers you the opportunity to showcase your treatment on a dedicated page, with the option of providing your completed

video file or liaising with us to help create content for you. You also have the option of supporting your video tutorial with Header Banner advertising on your dedicated Treatment of the Month page. Your Treatment of the Month will also be supported via ABT's Facebook, Twitter & Instagram pages.



Header Banner (rotating)

1164 x 200px

Side Bar Buttons / Skyscrapers

356 x 220px

Banner

1164 x 200px



Member Registration Login Header Banner

1164 x 200px

To view all of our juicy website content, visitors have to register for free. We currently have over 28,000 registered users growing 24/7, so this is a static, prime position.



Accredited Trainers & Salon Finder Header Banner

1164 x 200px

There are over 1000 accredited training schools and 18,000 live ABT members who will initially check they are visible. Visitors are joined by a combination of consumers looking to source insured salons and clinics, alongside professionals looking to further their education at accredited training establishments. This is another prime location to display your brand.



Member Offers

We encourage partnerships with brands that provide benefits to our 18,000-strong membership.

We are happy to discuss any ideas you have and we will promote these offers on our website and in our newsletters.



Sponsored Advertising

Twice monthly, we distribute our e-newsletter to our extensive GDPR-compliant database of beauty and hair professionals and students, along with educators and trainers.

Our database includes the details of 23,002 individuals working or studying within the UK beauty or hair sectors.

Because of the way we capture our compliant data, we are able to dissect our database using several criteria including:

- Salon size / number of treatment rooms
- Level of qualification
- Geographical location
- Types of treatments offered
- Annual turnover
- Number of staff
- Future purchase interest

Promote your brands, products or services to an extensive, relevant database whilst remaining GDPR-compliant through sponsorships or advertising on our e-newsletter.



- Available positions
- Header Banner
- Banners
- Native News Feed Adverts
- Native Advertorials

In Touch UK & IRELAND

Additional Services

Individually Priced

2 x Bespoke HTML Eshots

£2,990

Contacts: 77,562
One to the UK
One to Ireland

2 x Specific and Targeted Digital Lead Generation

£7,000

Contacts Bespoke to the Client
• BeautyandHairdressing.co.uk
• IrishBeauty.ie

2 x Direct Mails to Membership Database via Controlled Matrix

£13,000

Subscribers and Members: up to 23,002
• Associated Beauty Therapists UK
• Associated Beauty Therapists Ireland

Student Initiative Sponsorship Package

£7,990

• Associated Beauty Therapists UK
• Associated Beauty Therapists Ireland

In Touch

UK

Additional Services

Individually Priced

1 x Bespoke HTML Eshots

£1,495

Contacts: 44,025

1 x Specific and Targeted Digital Lead Generation

£3,500

Bespoke to the Client

1 x Direct Mail to Membership Database via Controlled Matrix

£6,500

Subscribers and Members: 19,007
• Associated Beauty Therapists UK
Associated Beauty Therapists Ireland

Student Initiative Sponsorship Package

£3,995

In Touch

IRELAND

Additional Services

Individually Priced

1 x Bespoke HTML Eshots

£1,495

Contacts: 33,537

1 x Specific and Targeted Digital Lead Generation

£3,500

Bespoke to the Client

1 x Direct Mail to Membership Database via Controlled Matrix

£6,500

Subscribers and Members: 3,395
• Associated Beauty Therapists UK
• Associated Beauty Therapists Ireland

Student Initiative Sponsorship Package

£3,995

We are In Touch and up to date and the above services are available on request

Technical Specification & Contact Details

Sponsored Advertising

Twice monthly, we distribute our e-newsletter to our extensive GDPR-compliant database of beauty and hair professionals and students, along with educators and trainers. Our database includes the details of 23,002 individuals working or studying within the UK beauty or hair sector.

What we need:

Full page sizes and technical specifications for A4 display adverts-

(all adverts to be supplied ready to place)

- Hi res PDF 300 dpi at A4: 210mm x 297mm

Banner advert size and technical specifications – for website

- Header Banner/ Banner Adverts/ Footer Banner: 1164 x 200px
 - Native Newsfeed Banner: 218 x 150px
 - Sidebar Button / 5 Button deep Skyscraper: 356 x 220px
- (all adverts to be supplied ready to place)

Newsletter advert size and technical specifications – for e-newsletter

(all adverts to be supplied ready to place)

- 300 dpi 800 x 534px

Business Profile

- 1 x high res logo (minimum 300 dpi)
- List of brands / products
- Contact email address
- Website address
- Business's social media details (Facebook, Twitter, Instagram, YouTube)
- 100 word company profile

Special offers – details of offers available to ABT members

- Name of company
- Client's name
- Business's website address
- Business's social media details (Facebook, Twitter, Instagram, YouTube)
- A few words about your company, e.g. what types of products you offer, how long have you been established, which brands you work with
- What is your offer
- Offer start and end date
- How do ABT members take advantage of the offer
- Any terms and conditions applied to the offer
- High res logo and product image (minimum 300dpi)

Instastories, FB and social pushes

- Social media handles
- Hashtags
- High res 300dpi image or video
- The URL link you would like us to link to
- What your offer is
- Offer start and end date

How often can adverts be changed / resupplied?

Depending on which package has been purchased, adverts can be supplied and resupplied twice within a four month campaign.

Contact Details:

Brett Fairholm -

Sales Director

brett@abtireland.com

+44 (0) 1480 353433/ +44 (0) 7837 206218

Amelia Black -

Head of Brand and Marketing

amelia@abtinsurance.co.uk

01789 773434

Melissa Dennis - Casement -

Editorial and News

melissa@abtinsurance.co.uk

07948421284

Darren Hassett -

Graphic Designer

darren@abtinsurance.co.uk

01789 773434

Banner advertising
to all web traffic

77.5k

Newsletters

Direct mails to membership
database via controlled matrix

Specific and targeted digital
lead generation per month

59.8k

Social Media Following

Bespoke eshots

Newsletters to your target audience

Business profiles and directories

Student initiative sponsorship packages

99.15%

Satisfaction Survey of Clients

Engage With Over

193,891

**UK & Irish Beauty and
Hairdressing Professionals**

We know our Insured,
Trained & Verified clients
more than they do

We know how to talk to them
every single month

We are In Touch

Advertising options in the UK &
Ireland's industry leading magazines

56.5k

**Digital Magazine Circulation - Requested
and Approved Speculative**

Special Offers delivered
directly to our members

23.1k

Subscribers and Members

Insta stories, Facebook and social pushes
included free for offers to members
and subscribers

292.2k

Page Impressions per Month

With pinpoint
accuracy, we are

In Touch

UK & Ireland Media Solutions



**BEAUTY &
hairdressing**

*Irish
beauty*

Prices Start
From £395/mo